



Contact

Phone

304-698-8746

Email

karinicole84@gmail.com

Skills

Design:

- Branding
- Typography
- Layout
- Storytelling
- Accessibility

Web:

- Wix
- WordPress
- UX/UI
- HTML/CSS
- SEO

Marketing:

- Campaigns
- Content
- Social
- Analytics
- Strategy

Tools:

- Adobe
- CorelDRAW
- Canva
- Microsoft

Workflow:

- Management
- Collaboration
- Production
- Coordination

KARI REHE

GRAPHIC DESIGNER | MARKETING SPECIALIST

304-698-8746 | KARINICOLE84@GMAIL.COM | KARIREHE.COM

Creative Marketing & Brand Specialist experienced in branding, web design, SEO, content creation, social media, and multi channel communications. Skilled at building cohesive brand experiences, translating ideas into meaningful visual stories, and delivering strategic creative solutions that connect with audiences and support organizational goals.

WORK EXPERIENCE

Marketing and Social Media Manager

LumaWorks - Morgantown, WV

Aug. 2025 - Present

- Lead creative direction, brand development, and marketing strategy across multiple companies, aligning visual communication with growth objectives.
- Develop and manage websites, SEO initiatives, social platforms, content marketing, and analytics to strengthen digital presence and engagement.
- Create and execute integrated marketing campaigns across print, digital, environmental graphics, and advertising channels.
- Maintain and evolve brand standards across web, social, marketing, and customer facing materials to ensure consistency.
- Partner with sales, production, and leadership teams to develop marketing solutions that support growth and business goals.
- Manage multiple projects, coordinating creative execution, campaigns, timelines, revisions, and stakeholder communication..

Graphic Designer

Affordable Signs Unlimited - Reedsville, WV

Feb. 2017 - Aug. 2025

- Designed print and digital marketing materials aligned with client branding, business goals, and campaign needs.
- Led projects from concept through production, ensuring cohesive visual direction and accurate final execution.
- Created logos, advertisements, brochures, and website designs for a wide range of B2B and B2C clients.
- Translated marketing objectives into clear, engaging visual communication across multiple platforms.
- Managed multiple client projects, balancing timelines, revisions, and expectations.
- Utilized Adobe Creative Suite and CorelDRAW to produce high-quality, production-ready artwork.

Web & Digital Marketing Intern

Appalachian Marketing & Media - Remote

Jan. 2025 - Apr. 2025

- Designed and maintained responsive, user-friendly websites using Wix, tailored to client goals and brand identity
- Collaborated with clients to develop custom layouts and features that improved user experience
- Optimized websites for SEO, improving search visibility, increasing traffic, and enhancing user engagement
- Integrated third-party tools and features to enhance website functionality and performance.
- Troubleshoot technical issues to ensure smooth and consistent website operation.



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Education

A.A.S. – TECH STUDIES
Mountwest CTC

A.A.S. – GRAPHIC DESIGN
Mountwest CTC

Training

**Software Development
Training Program –**
Newforce

Volunteerism

West Preston Youth Basketball
Valley District Baseball
West Warriors Football
All Tied Up
HOPEschoolers for WV
Food for Preston

Web & Software Development Trainee

Newforce - Remote

Aug. 2023 - Feb. 2024

- Built responsive web applications using HTML, CSS, and JavaScript with a focus on usability and clean design
- Developed dynamic user interfaces and single-page applications using React
- Collaborated in remote, team-based environments to deliver real-world project solutions
- Gained foundational experience in full-stack development, API integration, and modern web workflows
- Utilized Git and GitHub for version control, while ensuring efficient code management and smooth collaboration across team projects.

Graphic Designer

Matthews International - Kingwood, WV

Feb. 2011 – May 2016

- Transformed complex design briefs into compelling visual assets in a fast-paced environment, delivering high-quality digital and print designs that aligned with brand identity and exceeded client expectations.
- Partnered with cross-functional teams and the Graphic Design department to refine creative concepts, optimize visual layouts, and ensure seamless production workflows from concept to completion.
- Directed the full design lifecycle across multiple concurrent projects, while spearheading planning, creative development, and final execution while ensuring cohesive brand storytelling.
- Leveraged expertise in Adobe Creative Suite and other industry-standard tools to develop precise, innovative, and on-brand artwork exceeding specifications.
- Enforced rigorous quality control and brand consistency standards across all visual outputs, while staying at the forefront of evolving design trends and emerging digital tools.
- Conducted detailed reviews of client requirements and design specifications to ensure deliverables were accurate, visually engaging, and strategically aligned with project goals.
- Led vital design collaborations with marketing, UX, and leadership teams to deliver forward-thinking design solutions that enhanced user experience and drove brand engagement across multiple platforms.