

KELLY KOENIG

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WORK EXPERIENCE

Marketing Content Coordinator | National Trailer Source | February 2025 - Present

- Create, schedule, and manage social media content, email campaigns, and promotional materials in alignment with brand guidelines across multiple locations.
- Design graphics and write marketing copy for social media, website banners, and print materials to support brand consistency and engagement.
- Film, edit, and produce video content for social media, YouTube, and web platforms to promote products, events, and company messaging.
- Execute digital marketing initiatives that support brand awareness and customer engagement across all National Trailer Source locations.

Freelance Graphic Designer | Berry Creek Designs | October 2020 - December 2024

- Provided graphic design and visual branding services for clients across print and digital platforms.
- Designed marketing materials including graphics, web assets, invitations, and promotional content using Adobe Creative Suite.
- Collaborated directly with clients to gather feedback, refine designs, and deliver customized creative solutions aligned with client goals.

Graduate Assistant | Tarleton State University | August 2023 - May 2024

- Graded student assignments and provided detailed, constructive feedback to support academic development and learning outcomes.
- Assisted in facilitating undergraduate courses by supporting instruction and maintaining an engaging, organized learning environment.

Intern | Superior Livestock | January 2022 - May 2023

- Assisted with auction coordination, payment processing, and customer service to support successful livestock auctions.
- Developed graphics and edited video content to enhance website and social media presence.
- Utilized Microsoft Excel and digital tools to support online content organization and marketing efforts.

SKILLS

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| • Adobe Premiere Pro | • Procreate | • Customer Service |
| • Microsoft Excel | • Visual Design | • Canva |
| • Social Media Strategy | • Video Editing | • Print and Digital Design |
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EDUCATION

Tarleton State University

Master of Science, Agricultural & Consumer Resources – Concentration in Leadership

GPA: 3.9 | Summa Cum Laude

Tarleton State University

Bachelor of Science, Agricultural Communications – Minor in Marketing

GPA: 3.6 | Cum Laude