

GRAPHIC DESIGN/MARKETING

WEBSITE:
ALICEJEKEYBURN.COM

For References Please Ask

Strong knowledge of Adobe Creative Suite, including Photoshop, InDesign, and Illustrator. I have years of experience coordinating and managing multiple projects and tight deadlines across multiple brands. Proven work experience across multiple platforms both digital and print, from creating animated digital banners and designing websites to full print catalogs, apparel, vehicle wraps, booth displays and more. I enjoy getting out from behind the computer and working alongside sales at trade shows and events. I strive to continue my knowledge and skillset both within my industry as well as design/ technology to not only stay competitive, but bring fresh ideas to push/elevate sales and brand awareness.

I work alongside multiple teams across the 13 different brands under our umbrella, including sales, content, brand managers, web, etc. I collaborate and coordinate different projects throughout the brands as well as design to help marketing and sales strategies.

Worked with Yamaha's Extended Services (Y.E.S.) and GAP teams to further expand their programs through both dealer relations and consumer education. Created campaigns and materials to support dealers, shows, events, races etc.

Responsible for creating and upholding the Yamaha branding across multiple platforms and materials including flyers, posters, large format banners, inside sales materials, race support graphics, truck wraps, booth displays and more.

Worked with various motorsport brands such as DragonFire Racing, Malcolm Smith Racing Hard Parts Collection, Mustang Motorcycle Seats, Revere Seats etc. to create various marketing materials as well as social media, press releases and e-mail blasts. I traveled to both coordinate and shoot photos & videos as well as worked with larger production teams to coordinate full campaign photoshoots.

Responsible for production work, flyers, pdf forms, photo color correction, clipping, working with Copywriters/Art Director and clients.

Golden West College
Associate in Arts Degree

