

ALICEJE KEYBURN

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KNOWLEDGE: Vast knowledge and use of Adobe Creative Suite.. I am comfortable working on multiple brands/ projects at the same time while having to manage tight deadlines and time management. I have extensive knowledge as a Graphic Designer having worked on both print and digital media/materials. I have worked with marketing teams organizing product launches, show set-ups, sending/formatting press releases and email blasts. Assisted with running multiple social media channels and tracking their analytics as well as their websites. I have strong communication skills and constantly read and/or attend different motorsport events to stay on top of industry trends and maintain networking within the industry.

EXPERIENCE: Yamaha Financial Services:
Marketing Coordinator
May 2018 - Present

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

Yamaha Motor Corp. USA:
Graphic Designer
April 2017 - May 2018

Responsible for creating and upholding the Yamaha branding across multiple platforms and materials. Create flyers, posters, large format banners, inside sales materials, race support graphics, truck wraps, autograph posters, trade show materials etc.

Motorsport Aftermarket Group:
Lead Graphic Designer
April 2013 - March 2017

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 (listed above) as well as social media, press releases and e-mail blasts. I traveled to shoot photos & video for marketing materials as well as worked with larger production teams to coordinate full campaign photoshoots. I also worked alongside sales team at races/events working the booth and collecting data.

Vision Design Studios:
Graphic Design Intern
February 2013 - April 2013

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

EDUCATION: The Art Institute Of California - Orange County
Bachelor of Science Degree in Graphic Design

Golden West College
Associate in Arts Degree

For References Please Ask

