



# KATE VESELY

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## Software

Illustrator  
InDesign  
Photoshop | Certified  
After Effects  
Premiere Pro  
Figma  
Google Workspace  
Microsoft Excel  
Unum  
Wix  
Google Gemini  
ChatGPT  
Adobe Firefly

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## Skills

Art Direction  
Branding & Identity  
Graphic Design  
Typography  
Concept Ideation  
Marketing Strategy  
Project Management  
Collaboration  
Communication  
Acrylic Painting

## Education

**Savannah College of Art and Design | SCAD | Savannah, GA**  
B.F.A. Advertising and Branding | Art Direction Concentration | May 2026  
SCAD Lacoste | Study Abroad | Fall 2024  
Dean's List | 2022-Present  
Academic Honors Scholarship | 2022-Present  
Achievement Honors Scholarship | 2022-Present

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## Professional Experience

### Advertising Intern | Oct. 2025-Feb. 2026

The Pearl Agency NYC | Remote

- Supported senior leadership by developing and executing social media content briefs aligning with marketing strategies.
- Designed visually engaging posts and curated grid layouts that reflect brand storytelling.
- Strategically scheduled and published social content to optimize reach while actively managing online communities to increase brand engagement.
- Focused on enhancing multiple clients' digital presence through website redesign, photo and video editing, and improving brand identities.
- Adhered to tight deadlines and quick turnarounds to deliver assets on expected due dates.
- Sourced and managed 100+ influencers to drive content production.

### After School Care Senior Staff Member | Jan. 2019-Present

Community School of Davidson | CSD | Davidson, NC

- Interact and assist in the supervision of 40-60 kids, ages 5-12.
  - Supervise indoor and outdoor activities and free play.
  - Create meaningful connections with students, guardians, and teachers.
  - Assist with conflict resolution and behavioral intervention.
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## Awards & Certificates

### AAF | Augusta American Advertising Awards | Kodak Campaign | Mar. 2026

- Gold in Cross-Platform Integrated Campaign and OOH & Ambient Media
- Silver in OOH & Ambient Media Campaign

### Inside LVMH Certification | Jul. 2025

- Creation & Branding
- Retail & Customer Experience

### LinkedIn Learning | Learning Excel Desktop (Microsoft 365) | Apr. 2025

### Lextant | Design Research & Insight Translation Certification | Apr. 2024

### Show Us Your Type | Featured for Toronto submission | Jan. 2024