



# KAILEY STRACK

GRAPHIC DESIGNER | EVENT COORDINATOR | PHOTOGRAPHER

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## PROFESSIONAL SUMMARY

Accomplished Graphic Designer with strong expertise in brand development, marketing collateral, and book layouts. Advanced skills in Adobe Creative Suite, with a proven track record of designing 60+ books, event materials, wayfinding signage, billboards, and logos that enhance brand visibility and engagement. Known for delivering creative, high-quality work on tight deadlines while collaborating effectively with internal teams and external partners to exceed project goals.

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## SKILLS

- Adobe Creative Suite
- Idea Development
- Time Management
- Microsoft Office Suite
- Facilitation
- Social Media Management
- Budget Adherence
- Communication
- Attentive & Versatile

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## EXPERIENCE

### Head of Design | Product Development Team | BRAVE Books

October 2023 – Present

- Designed and finalized multiple book layouts (60+) and products from concept to completion, ensuring high-quality and cohesive visual presentation.
- Conceptualized and designed a diverse range of products, including packaging, to enhance brand identity and consumer appeal.
- Partnered with multiple departments to create and produce branding materials, including, but not limited to, banners, flyers, and social media graphics.
- Led a team of designers and cross-functional collaborators to ensure projects were completed on schedule while upholding the highest standards of quality in deliverables.
- Conducted market research and compared our products against industry standards, leveraging sales insights to refine and improve offerings.
- Spearheaded the planning, coordination, and execution of company events to foster engagement within our team and the community. Events included fundraising initiatives and the company's annual Christmas party.

### Program Coordinator II | Working on Wellness Environments | Texas A&M AgriLife Extension

September 2020 – 2023

Working on Wellness Environments (WOW-E) is a CDC-funded project that partners with communities in selected Texas counties to improve access to healthy foods and enhance town and neighborhood walkability.

- Promoted and maintained the project's vision with CDC's strategic health and wellness goals
- Designed diverse collateral for WOW-E initiatives, including literature, wayfinding signage, billboards, and logos.

- Conducted qualitative key informant interviews with community leaders, coalition members, and partners to gather insights that informed program improvements and decision-making.
- Promoted and maintained a strong, consistent social media presence across key platforms.
- Managed, updated, and optimized the WOW-E website to ensure current, accurate, and visually compelling content.
- Planned and coordinated WOW-E events including, but not limited to, Action Institutes, Workshops, and Summits.

### **Marketing Coordinator | Recreation, Park and Tourism Sciences | Texas A&M University**

September 2019 – November 2020

- Elevated brand awareness through cost-effective, targeted digital and print marketing campaigns.
- Designed and distributed brochures, flyers, and event materials while maintaining consistent brand voice across all collateral.
- Maintained brand vision, mission and voice across all channels; collaborated with internal teams to develop and execute ongoing marketing strategy.
- Increased department visibility and exposure by creating and managing engaging social media content.

### **Event Coordinator & Graphic Designer | Texas Youth Summit**

September 2018 – June 2019

Collaborated with a team to plan and execute a four-day Youth Summit for the Texas Department of Health & Family Services, empowering teens (ages 13-17) from high-risk communities to recognize that their environment does not define their potential or identity.

- Delivered creative event projects on time and with high accuracy, applying strong layout and design skills to exceed client expectations.
- Collaborated with internal teams and external agencies to develop client pitches, presentations, and final deliverables.
- Successfully executed events to the highest standards of organization and client service, ensuring full alignment with and achievement of client goals.

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## **EDUCATION**

### **Bachelor of Science | Visualization**

Texas A&M University

Minors in English & Tourism Management

### **Certification | Professional Event Management**

Texas A&M University

### **Certification | Hospitality Management**

Texas A&M University

