

P A N
I G U
T T I

KAYLA PANIGUTTI

graphic designer+stylist

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kaylapanigutti@gmail.com

SKILLS

Adobe Creative Suite

Design + Illustration

Copywriting

Content Development

Art Direction + Styling

Brand Strategy

Publication Design

Typography

Project Management

Process Management + SOPs

Squarespace + Wordpress

Organization

Location + Prop Sourcing

Tradeshows Design

Marketing Software

- Microsoft Office Suite
- Salesforce + Hubspot
- Zapier
- Wrike Project Management
- Typeform + Calendly
- Basecamp
- Shopify
- Cision Influencer Platform

Fun Extras

My dog was a social media influencer; I love to embrace trends



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to visit:
panigutti.com

EMPLOYMENT

CREATIVE MARKETING SPECIALIST | The Third Estimate | Jan 2023–Present

- Ideates and creates all Creative Marketing initiatives ie. paid static, gif and video ads for digital campaigns and monthly print publications.
- Manages and updates website and paid landing pages including UI/UX and SEO optimization.
- Develops and manages all company collateral, digital and print assets, video, photo, and file storage.
- Collaborates with internal Marketing team and external stakeholders to execute miscellaneous design, video, photo, web, and print projects.
- Proposed and delegated implementation of content campaign schedule, revision of yearly campaign schedule, website revamp, and Zapier CRM integration in first 90 day plan.
- Designed and launched a new brand identity system for a partner company.

FREELANCE DESIGNER | Artist | 2014–Present

DESIGNER | Green Circle Growers | May 2019–August 2022

Green Circle Grower's Marketing Team operates as an in-house agency supporting a portfolio of 8+ international brands including consumer packaged goods across B2B and B2C channels. Created branding and packaging for big box stores and mid-level grocers like Target, Walmart, HEB, Fresh Thyme Market, Kroger, Meijer and more.

| Graphic Designer+Stylist | 2021–2022

- Developed and launched several nationwide brands for both in-house and external requestors.
- Oversaw freelance contractors and interns, collaborated directly with vendors, and delivered presentations to both internal and external clients.
- Shaped the visual identity of all tangible company products through comprehensive industry research, analysis of decor trends, customer feedback, travel for research, and active participation in tradeshows.
- Provided strategic counsel to senior leadership and operations, implementing cost and labor-effective changes company-wide and pioneering industry-leading packaging processes.
- Assisted in sourcing appropriate airbnbs or studios to create visual content per need, sourced and purchased props and products for monthly shoots, set up and styled shots/lighting for photographer and videographer as needed, participated in photos/videos taken, and took basic shots and videos for social media .

| Junior Creative | 2019–2021

- Created B2B, B2C, and internal design, photography, and videography.
- Set up pre-press files, developed packaging and 3D mockups, and participated in brand/idea brainstorming for internal and external clientele.
- Managed social media content for all brands, generating weekly analytic reports and developing growth strategies.

GRAPHIC DESIGNER | Direct Image Signs Inc. | 2014–2015

EDUCATION

BFA Graphic Design

The University of Akron Myers School of Art Summa Cum Laude