

GRETYL KINSEY

DESIGNER | storytellingwithoutboundaries.com

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816 Shackleton Road, Apex, NC 27502
references available upon request

I'm a visual storyteller with an arsenal of ways to harness my eye for design. My 10+ years of experience in graphic design, video production, photography, art, and costuming make me a multi-faceted creative force who always thinks outside the box. No matter what form my work takes, I love to use my passion for storytelling to help others and share their voices with the world.

PROFESSIONAL EXPERIENCE

TECHNICAL CONSULTANT

Scriptorium Publishing | Durham, NC | 2011-present

- Deployed cost-saving content creation and delivery strategies for companies across numerous industries
- Developed information architecture for custom digital content delivery for clients in software and healthcare
- Managed multiple client projects simultaneously
- Designed marketing, sales, and trade show collateral
- Created infographics and workflow diagrams
- Designed and authored e-learning courses with interactive lessons, visual examples, and video tutorials
- Presented for conferences, webinars, and podcasts
- Led training workshops for clients and new employees

DESIGNER AND ADMINISTRATIVE ASSISTANT

Gray Stone Day School | Misenheimer, NC | 2007-2015

- Designed flyers and advertisements for school events
- Edited short films for various end-of-year ceremonies
- Created yearbook cover art and page layouts
- Taught journalism and graphic design to yearbook staff
- Performed "Pomp and Circumstance" at graduations
- Proctored end-of-course exams and evaluated student service projects

EDUCATION PROGRAM COORDINATOR

The World and I Online | Washington, DC | 2009

- Developed language feature for educational website
- Scripted and gathered assets for documentary video
- Maintained website and marketed to new subscribers

COMMUNITY EXPERIENCE

CausePlay Carolinas | Raleigh, NC | 2017-present

- Constructed costumes and portrayed characters for children's hospital visits and charity fundraisers
- Partnered with Raleigh Jaycees to organize diverse group of volunteers for children's charity dinners
- Presented on convention panels, exhibited at trade shows, and recruited new members

ALS Association: North Carolina Chapter | Raleigh, NC | 2010

- Produced documentary short film about a person with ALS (Lou Gehrig's Disease)
- Raised more than \$10,000 in donations to the chapter by promoting film online

UNC Pauper Players | Chapel Hill, NC | 2009-2010

- Directed full-length musical theatre production
- Wrote and directed one-act musical revue
- Constructed costumes for musical theatre production

EDUCATION

The University of North Carolina at Chapel Hill | 2010

- BA: Journalism and Mass Communication (Concentration: Multimedia Production)
- Minors: English, Creative Writing
- Cumulative GPA: 3.599 (graduated with distinction)
- Dean's List: 7 semesters

The Fund for American Studies: Georgetown University | 2009

- Completed 3 summer session courses for student internship program
- Session GPA: 3.8

RELEVANT COURSEWORK

Graphic Design

- Infographics for digital and print
- Newspaper and magazine design
- Marketing and advertising materials

Multimedia Production and Interactive Narratives

- Programming for web and user interface design
- Interactive storytelling and user experience
- Documentary film production (scripting, shooting, non-linear video editing, and sound editing)

Photojournalism

- Photo composition, lighting, and editing
- Multi-frame photo story writing

SKILLS

Technical

- Page layout: InDesign, FrameMaker
- Vector graphics: Illustrator, Inkscape
- Photo editing: Photoshop, Lightroom
- Video editing: Captivate, Premiere, Final Cut Pro
- Sound editing: Logic Pro, GarageBand, Audacity
- Programming and web: HTML, CSS, DITA XML, PHP, WordPress customization
- All Microsoft Office programs

Professional

- Public speaking and trade show marketing
- Project management and event coordination
- Business development and sales
- Client interaction, advising, and training

Language

- Spanish (proficient in written; knowledgeable in spoken)