



KAILEY ALLRED

MARKETING & COMMUNICATIONS DIRECTOR • Senior Creative & Nonprofit Designer

15+ years connecting creative execution, audience strategy and nonprofit communications.

CURRENT

Marketing & Communications Director

NewHope Church

2025 – Present

Lead integrated marketing across digital, social, web, email, print, advertising and events. Direct creative strategy and execution, partner with senior leadership, develop staff and contractors, and oversee high-volume workflows, budgets, vendors and digital discoverability.

Independent Contractor • Digital Designer

Masterworks

Apr 2025 – Present

Produce high-volume paid social and Google Display creative across 30+ nonprofit accounts. Translate fundraising strategy, messaging and brand systems into platform-ready campaigns; selected for additional holiday newsletters, email campaigns and display materials.

SELECTED EXPERTISE

Creative Direction

Nonprofit Marketing

Digital Advertising

Campaign Strategy • Brand Systems • Audience + Message Strategy • Web + Email • Print + Production • Copywriting • Team Leadership • Creative Operations

STRATEGIC + HANDS-ON

Creative enough to execute. Strategic enough to understand why the work exists.

Experienced across agency, nonprofit and in-house environments.

I move comfortably between organizational strategy, campaign messaging, creative direction and hands-on production—building systems around the work when scale demands it.

TOOLS

- **Creative:** Adobe Photoshop • Illustrator • InDesign • Canva • PowerPoint
- **Marketing + Social:** Meta Business Suite • Google Ads • Mailchimp • YouTube Studio • social scheduling/publishing platforms
- **Web + CMS:** WordPress • Squarespace • Wix • landing-page builders • basic SEO/AEO workflows
- **Project + Systems:** Airtable • Asana • Harvest • Google Workspace • Microsoft 365
- **AI + Workflow:** ChatGPT • AI-assisted content/design workflows • Airtable AI/agent systems
- **Analytics + Optimization:** Google Analytics / GA4, Search Console, Meta Ads Manager, Google
- **Production:** print production/specs • vendor coordination • digital display specs • email production • presentation design



EXPERIENCE

Communications Director

Highest Praise Church

2019 – 2025

Led church-wide creative direction, marketing, design, social, web and promotional strategy for the organization and affiliated school.

Developed integrated campaigns for events, fundraising, community programs and organizational priorities; increased social engagement approximately 100% while growing audiences across Facebook, Instagram, TikTok and YouTube.

Project Manager & Graphic Designer

The Ramp

2018 – 2019

Led creative and media projects across conferences, ministry locations and organizational initiatives. Planned digital content and coordinated cross-functional timelines across graphic design, video, audio, merchandising and production using Airtable.

AGENCY FOUNDATION

24 Communications

Senior Graphic Designer

2015 – 2018

Progressed from contract designer to full-time Senior Graphic Designer as the agency expanded. Produced branding, social, web, print, photography, presentations, copywriting and email marketing for clients spanning government, education, construction, food and commercial sectors.

CAREER THROUGH-LINE

15+ years of creative execution

My strongest work sits at the intersection of message, audience, design and systems: understanding what needs to move, finding the clearest route, and building the creative to support it.

Agency → nonprofit communications → marketing leadership

LEADERSHIP + OPERATIONS

Team Leadership & Development • Cross-Functional Strategy • Creative Operations • Workflow & Systems Design • Project Portfolio Management • Budget & Vendor Management • Resource Prioritization • Strategic Planning

EDUCATION

Impact Ministerial Institute • Associate Degree, General Ministry Studies • Bristol, VA • 2009 – 2011

PORTFOLIO

kaileyllred.com • Selected work across branding, campaigns, digital advertising, web, print, events and communications.