

Kailey Allred

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OVERVIEW

Communications Director with over 15 years of experience in creative direction, graphic design, marketing, content writing, advertising, photography, video editing, social media, and volunteer/team management. Proficient in Adobe Creative Suite, Microsoft PowerPoint, Google Workspace, Canva, and other design and editing software. Skilled in project management and brand development. Ready to drive your creative team to new heights with innovative communication solutions and extensive experience.

KEY COMPETENCIES

Project Management | Team Leadership | Marketing Strategies | Presentation & Public Speaking | Adobe Creative Suite | Photography | Social Media Management | SEO Marketing | Brand Development | Web Design & Basic HTML | Email Campaigns | Product Design & Sales | Budget Management | Oral & Written Communication

PROFESSIONAL EXPERIENCE

Highest Praise Church Communications Director

December 2019 - Present

Directed creative design solutions for series, events, community programs, fundraising efforts, merchandising, marketing efforts, and holiday promotions. Managed and created daily social content, effectively connecting with current attendees and potential guests across multiple social platforms, increasing social media engagement by over 100%. Maintained budgets and submitted proposals for various event and design projects, ensuring financial efficiency and project success. Recruited, trained, and developed a team of volunteers to produce weekly creative assets. Designed and managed inventory/sales of all merchandise, promotional materials, and giveaway items. Held weekly/monthly meetings for brand development, creative brainstorming, project deadlines, and quality control.

The Ramp Project Manager & Graphic Designer

October 2016 - December 2019 (Additional
Contract work through 2024)

Led media engagement across multiple departments, including Ramp conference platforms, Ramp School of Ministry, Ramp Church locations, and Karen Wheaton Ministries, enhancing brand visibility and engagement. Planned, created, and executed all social media and online content for the main Ramp platform. Managed project timelines, goals, and task assignments through Airtable, ensuring timely delivery of design, video, audio, and merchandising projects.

24 Communications Senior Graphic Designer

June 2015 - October 2018

Transitioned from contract designer to full-time Senior Designer, contributing to company growth of a start-up, women owned marketing company. Led projects in social media, web design, graphic design, photography, copywriting, print, editorial, and email marketing campaigns. Created content for diverse clients, including government agencies, educational institutions, and various B2B industries. Utilized many different project management softwares including Harvest, Asana, Airtable, and Google Sheets.

EDUCATION

Associates in Ministry

Two year internship and bible college program with a focus on design, video editing, creative direction, and sales. Impact Ministerial Institute