

KETURAH EDWARDS

GRAPHIC DESIGNER

Creative Graphic & Web Designer with 10+ years of experience delivering impactful designs for corporate, nonprofit, and lifestyle brands. Skilled in brand identity and digital marketing with proven success in driving audience engagement and supporting business growth. Experienced in leading cross-functional teams and managing projects from concept to execution.

EXPERIENCE

Kunes Auto Group

Graphic Designer

2022 – Present

- Led design and brand strategy for multiple business units under the Delavan Holdings portfolio, including Lake Lawn Resort, Delavan Lake Resort, Kunes Auto & RV Group, Ignition, and Geneva10.
- Helped redesign the company website, improving site speed and usability, resulting in a 35% increase in traffic.
- Partnered with marketing and product teams to develop campaigns supporting \$2M+ in revenue growth.
- Managed multiple design projects simultaneously, ensuring on-time delivery.
- Introduced and implemented new brand guidelines that enhanced consistency across digital and print platforms while working with 47 locations for Kunes Auto & RV.

Stateline Family YMCA

Graphic Designer

2021– 2022

- Designed and produced marketing materials (flyers, posters, digital ads, event campaigns) that promoted YMCA programs, increasing awareness and participation across youth sports, fitness, and community events.
- Managed the YMCA's social media channels, creating content calendars, graphics, and campaigns that boosted engagement by 30% in six months.
- Collaborated with program directors and leadership teams to support fundraising events, membership drives, and seasonal campaigns.
- Contributed to the YMCA's mission by creating designs that highlighted community impact, donor recognition, and family-centered initiatives.

Rockford Area Visitors Bureau

Graphic Designer

2019– 2020

- Assisted with rebranding efforts to modernize visitor-facing materials, ensuring a cohesive and professional presentation across all marketing channels.
- Contributed creative solutions that helped strengthen Rockford's image as a vibrant, family-friendly, and culturally rich destination.



608.631.4849



elevatedbydesign1@gmail.com



Remote



SKILLS

- Graphic & Web Design (Adobe Creative Cloud, Canva, Figma, WordPress, Webflow, WIX)
- UX/UI Design & Brand Strategy
- Project Management (Asana, Trello, Slack, Canto)
- Social Media Marketing
- Content Writing
- SEO & Analytics
- CRM/CSM Tools
- Strong Remote Collaboration & Communication

ACHIEVEMENTS

- Designed and launched 50+ brand identities for businesses and nonprofits.
- Recognized for delivering creative strategies that increased client engagement by 30–50%.
- Trusted design partner for national brands and regional organizations.

PORTFOLIO

www.keturahedwards.com