

Professional Resume

Kelly Helming, Communications Manager



Overview

Ms. Helming is a multi-disciplined communications, marketing and graphic design professional who comes to TMD with almost two decades of experience in her chosen field. She understands the principles of compositional layout, color theory and typography and her intuitive grasp of the governing dynamics behind public perception of brand and subsequent receptivity to outreach fuels her accomplishments. Her specialities include brand development, project management, client continuance and strategic implementation of marketing and the development and execution of visual communications. While a member of the Preferred Vendor Program at Microsoft® Corporation, Ms. Helming gained the knowledge of and skill in presenting the Microsoft® brand through the creation and implementation of quarterly marketing efforts to raise the organization's visibility to IT professionals throughout the region.

As a communications and design specialist, Ms. Helming oversaw results-oriented advertising outreach efforts for the Center for Surgery of Encinitas and Darton Sleeves USA, where she also implemented successful brand invigoration strategies. In addition, her retail packaging designs for AquaLung® US Divers brought excellent reviews from staff and dealers. Her communications and branding approach is a wholistic one that addresses paper and digital deliveries alike and in a cohesive manner.

Selected Relevant Experience

Transportation Management & Design, Inc.

- Business Development Manager (2009-2011)

In addition to managing TMD's proposal response team Ms. Helming develops and builds branded web sites and final report collaterals for transit redevelopment and restructuring projects. She is also spearheading TMD's own re-branding effort, which includes a complete redesign of their logo mark, web site, marketing materials, and collateral visual communications. Her work in the proposal response area includes analysis of agency requirements, compilation of marketing and component materials to meet specification, and design and production of the formal response.

AquaLung® US Divers

- Design (1999-2001)

AquaLung® US Divers commissioned Ms. Helming to conceptualize and create a seasonal launch of packaging designs for their 2000-2001 sport and professional series diving products; an effort deemed highly successful by the organization's sales director.

Education

Bachelor of Arts, English Literature

Emphasis: Literary Theory & Composition

California State University, San Marcos

Certification

Graphic Communications

Multimedia & Web

Emphasis: Interactive Web

Multimedia & Audio

Palomar College, San Marcos, CA

Technical Skills

Adobe® Creative Suite®

Experience

Transportation Management & Design, Inc.

Microsoft® Southern California

AquaLung US Divers USA

Darton Sleeves USA

Center For Surgery Of Encinitas

Center for Surgery of Encinitas

- Design, Art Management, Communications (2002-2009)

This regionally-recognized surgical practice approached Ms. Helming in 2002 with a commission to revitalize their corporate brand to implement an outreach to their patient and physician communities. This effort consisted of brand redesign and creation of collateral support materials for print and web delivery. Public receptivity was excellent and market response met or exceeded expectations.

Darton Sleeves USA - *Design, Art Management, Communications (1991-2009)*

From brochure and web site design to copy writing and editing, Ms. Helming oversaw results-oriented advertising and outreach efforts and visual communications for this niche automotive after-market manufacturing firm in Carlsbad, California. Her efforts have resulted in long-standing brand recognition by Darton's customer base and increased sales from advertising outreach.

Microsoft® Southern California - *Design (1997-2000)*

Microsoft® Corporation approached Ms. Beddome in 1997 to become a member of their Preferred Vendor Program. During this tenure, Ms. Beddome gained the knowledge of and skill in the presentation of the Microsoft® brand through the creation and implementation of quarterly marketing efforts to raise the organization's visibility to IT professionals in the region. In 2001 Microsoft® elected to consolidate its design and outreach efforts by outsourcing to a large agency and insourcing the remainder of its visual communication needs.