

KELLY RIKER

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SUMMARY OF QUALIFICATIONS

Energetic and accomplished Creative Professional based in Evanston with a solid track record. Highly skilled in Brand Positioning, Creative Strategy, Social Media, Copywriting, Art Direction, and effective Team Management. Proven ability to conceptualize and execute impactful campaigns, ensuring brand excellence and driving successful outcomes.

EXPERIENCE

KNEEHOW MEOW, LLC

08/2022 – present

Chicago-land // *Owner/Landscape Designer*

- Collaborate with clients to conceptualize and implement distinctive landscaping solutions from initial sketch to on-site installation, incorporating a range of elements such as soft/hard scapes, native plants, drainage solutions, and trees.
- Establish and nurture strategic relationships with vendors for sod, plants, trees, and lighting to secure top-quality materials at competitive prices. Consistently prioritize client satisfaction and project excellence through effective communication, meticulous planning, and a commitment to delivering unparalleled landscaping results.
- Proficiently manage all aspects of project execution, including overseeing hired labor and ensuring the seamless delivery of landscaping products.

YES WE ARE OPEN

02/2022 – 08/2023

Fully Remote // *Creative Director*

Contract Remote Role, Argentina

Yes We Open is a small start-up agency. I worked directly with the Principal Creative Director on creative campaigns for Scenic and Emerald Cruise and pitched new business

- Conceptualize, present, and art direct potential client leads, guiding projects from initial idea to successful execution.
- Successfully revamped marketing content for high-end travel campaigns, contributing to a significant increase in booking sales post-COVID.
- **Achieved a remarkable doubling of bookings from 2021 to 2022 end-of-year, with an impressive 87% purchase rate, demonstrating a substantial impact on business growth.**
- **Played a key role in securing a worldwide client, California Walnuts, for the agency by introducing a compelling new tagline, "Always Walnuts," contributing to the agency's success in winning the client's business.**

GOLIN

02/2022 – 08/2023

Remote/Chicago // *Art Director*

Golin is a global PR agency. I worked on a team of about 15 for McDonald's social media team and about 5 people on Walmart's social media team as the Art director with a designated copywriter

- Managed and optimized creative content for McDonald's social media account, using analytics to refine creative direction, implement protocols, and provide feedback for continuous improvement.
- Spearheaded the conceptualization and development of unique offline engagements for McDonald's 'brand fans,' leveraging trends analysis to enhance strategic decision-making and engagement outcomes.

- Collaborated with tools to manage various vendors, ensuring the production of impeccable products tailored to McDonald's 'brand fans.'
- Conducted comprehensive research and utilized algorithms to pitch opportunistic creative ideas internally and to clients, staying abreast of trends to maximize the impact of McDonald's and Walmart.
- Applied insights to create content for Walmart's social media channels, covering aspects from post copy, artwork, concept to finished deliverables.
- **Achieved multiple social media successes for both McDonald's and Walmart, including a TikTok video with 86.9k views and five Instagram posts with 2k+ likes, optimizing content for better engagement.**
- **Successfully increased the media budget following a Black Friday ad revenue success.**
- **Walmart Black Friday social media posts, strategically crafted, were featured on Walmart corporate's newsletter, showcasing the effectiveness of social media strategies.**

FREELANCE

01/2010 – 10/2021

Chicago, Illinois // *Contract Art Director*

6/2021-10/2021 CMO Marketing Partners

Worked directly with the agency's founder to develop Brand Positioning

- Developed CMO's brand identity and positioning guidelines. Specifically credentials decks, voice tone, and styleguides
- Create brand voice and opportunistic engagements for partnerships
- Review and hire creative talent candidates

2010-2017 Fictlicious

- Designed and illustrated themed promo material both print and digital with a unique themed perspective
- 2015 Trinity Brand Industries, Burr Ridge, Illinois

2015 TBI

- Re-shot all product photography and created eye catching sales brochure
- **Revamped marketing strategy resulting in an 18% revenue jump**

YEARBOOK STUDIOS

01/2010 – 01/2015

Forest Park, IL // *Art Director & Creative Strategy*

Illinois

I worked directly with the Principal Designer at this Customer Facing

Design Studio/Retail Space in the Home Goods Industry

- Managed brand image through executing various social media strategies which lead to increase in foot traffic, sales, and followers.
- Developed an interior design tutorial classes for paid membership, a subscription based newsletter, and exclusive VIP experience shopping events
- Lead and executed visual merchandising, staging, and window display themes used in-store, digitally, and social
- Redesigned a number of local businesses brands creating new store front signage with new logos and websites
- **Featured piece on WGN Around the Town with Anna Belaval**
- **Chicago Magazine Chairs for Charity Event 2014**

CREATA PROMOTIONS

01/2008 – 01/2012

Oakbrook, IL // *Junior Designer*

I worked on a 25 people creative team in an office of 100. We were responsible for McDonald's Happymeal Worldwide through toy design: concept to execution, Happymeal.com, McWorld.com and promotions

- Forecasted and promoted upcoming trends, producing trend books, boards, and mechanical comps.
- Revitalized deck design for McDonald's, streamlining team organization from pitch to finalizing decks, demonstrating improved efficiency.
- Led the layout, assemblage, and design of decks, incorporating various infographics for effective communication.
- Designed products, including McDonald's Happy Meal toys, Kellogg's merchandise, and Miche Purses.
- Contributed to the development and production of UX/UI for McWorld.com, a Massive Multi-Player Experience for kids with rotating licensed content and unique code delivery with every toy insert.
- Created engaging UX/UI for McDonald's Happy Meal, driving traffic to happymeal.com and McWorld.com, generating excitement for in-store promotions.
- Utilized deck ideation internationally for new business in Latin America, Europe, and North America, with resulting ideation becoming the official brand identity displayed in the Sao Paulo office entry.