

# Graphic Design Portfolio

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**KAITELYN PLOUDE**  
*g r a p h i c d e s i g n e r*

☎ 774-322-6323 ✉ kploude@gmail.com 🔗 www.kaitelynploude.com

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# About Kaitelyn

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I have been in the business of design since I was old enough to hold a crayon and I have been truly captivated by creating beautiful artwork ever since. But it wasn't until high school that I truly fell in love with graphic design. It all began at Diman Regional Vocational Technical High School with some simple desktop publishing. Local businesses would give students the opportunity to create basic design projects and I got a taste of how rewarding it felt to channel my creativity and passion into helping local businesses succeed.

After high school, I found a job as a part-time teller at BayCoast Bank while pursuing my degree in Business Management and Public Relations at Bridgewater State University. I quickly climbed the ranks and was eventually promoted to Interactive Teller Machine (ITM) Supervisor where I was tasked with shaping the future of a new department, a challenge I was happy to face. Leading a team of seven, I was responsible for writing new procedures, building the team, troubleshooting technology, and solving any problems our customers, team members, or machines were faced with. Meanwhile, I started working part-time as a Marketing Specialist at a local non-profit youth recreation center, Greater Fall River RE-CREATION. At first, I learned how to write press releases and attended press conferences but the job quickly turned to a more graphic design nature. I was soon tasked with creating flyers, brochures, signs, and program booklets for programs and events. Hungry for more experience, I decided to start taking numerous jobs as a freelancer to help an array of businesses from a local chapter of the American Legion to a small payroll company. Each project helped shape me as a designer and I couldn't be more grateful for the many wonderful opportunities working with such amazing local business owners.

In 2017, the Marketing Project Manager position opened at BayCoast and I made the move to the bank's Marketing Department. It was at BayCoast that I truly grew into the professional designer that I am today. In fact, as the sole in-house graphic designer at BayCoast Bank, BayCoast Mortgage Company, Partners Insurance Group, Plimoth Investment Advisors and Priority Funding LLC, I have had the great privilege of building my graphic design portfolio with so many diverse projects from printed materials, digital ads, billboards, commercials, experiential campaigns, and more. One of the most rewarding projects I worked on during my time at BayCoast was the unification of the family of brands. It's incredibly gratifying to shape the growth of a brand and shift the look and feel of assets to more accurately communicate the brand's mission while relating to new demographics.

No matter the project or the challenges faced, I am grateful for so many opportunities to strengthen my craft and grow as a designer. Throughout my career, I've worn all sorts of hats and faced all sorts of obstacles and through it all, I've come out a true problem solver who is excited to see where the next chapter takes me.



# BayCoast Bank Family Rebrand

BayCoast Bank has a long, rich history in the Southeastern Massachusetts and Rhode Island area as a community-focused, customer-centric community bank. Chartered in 1851, BayCoast Bank has grown significantly into a \$2.5 billion bank with 23 branches, 500+ employees, and 5 affiliated companies with an additional 19 offices. When I first joined the BayCoast marketing team, the affiliate companies were completely separated from one another, both in terms of information exchange and branding. Each company had its own logo, colors, fonts, personality, and way of marketing themselves. With the addition of a referral reward system to encourage cross-company business and the introduction of a sophisticated Customer Relationship Management (CRM) system, BayCoast and the affiliated brands started to break down the silo and come together as a family to offer a full suite of financial products. One of the most significant parts of this evolution was the unification of the family of brands.

As the sole in-house graphic designer for BayCoast Bank and the family of brands, I was in charge of leading the rebrand project. The first goal was to create visual unity across the brands. To do this, we worked with an external agency to develop a cohesive color palette that would work for each of the unique brands. Since BayCoast Bank already had strong brand awareness and equity within our footprint, the affiliate companies were on board with adopting the iconic BayCoast blue and gold colors as their primary colors. This was a drastic change for Partners Insurance Group in particular whose primary color had been maroon for more than a decade. We also introduced a secondary color unique for each brand so that when presenting the brands as a unit, we could visually differentiate between each of them with this secondary color. In addition, we unified the brand by also changing the brand fonts to be the same across the board, selecting Agenda Bold as the heading font and Frutiger as the subheading font. Thinking ahead to standardizing the look and feel of letters and external communications, I suggested we add Calibri Regular as the brand's body font as opposed to the suggested Frutiger Roman. That way, we didn't need to pay to install custom fonts on all employee computers keeping costs down but still standardizing brand letters.

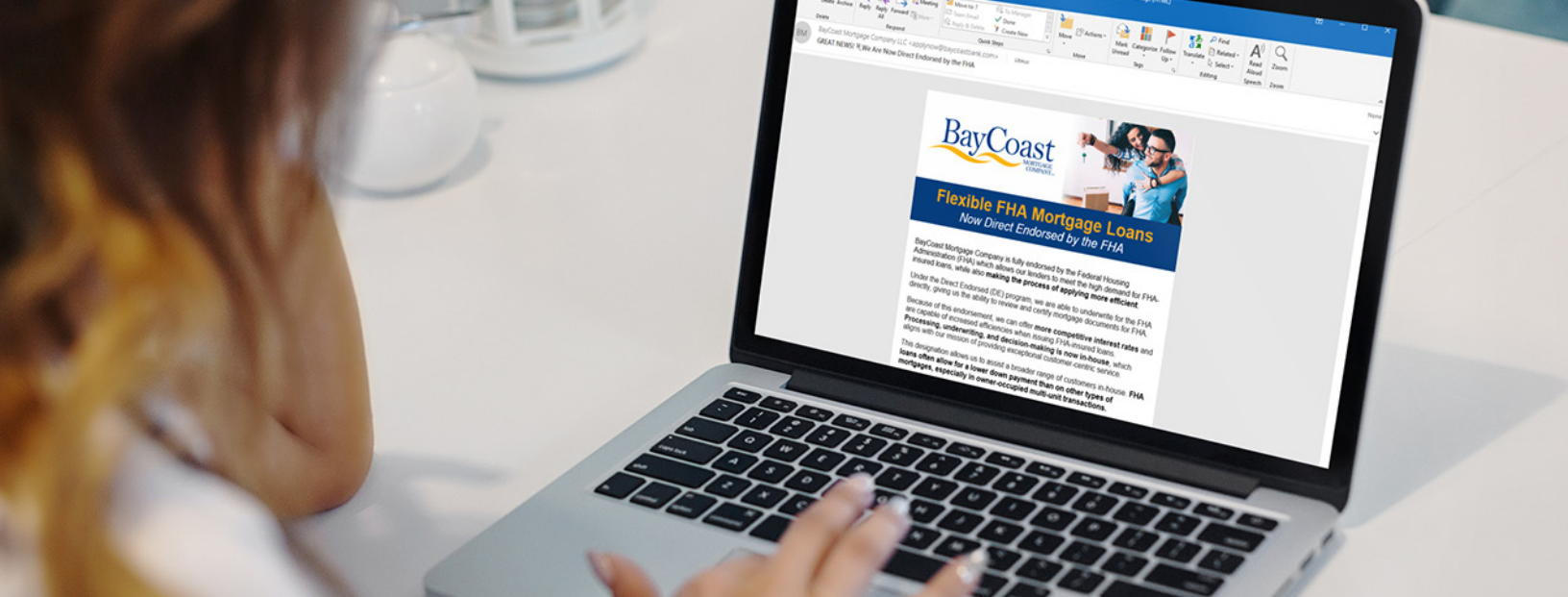
The second goal of the rebrand was to unify and breathe life into the logos that were created decades ago. Since our brand awareness study came back favorable for the BayCoast brands, our main focus was uniting Partners Insurance Group, Plimoth Investment Advisors, and Priority Funding to have logos more in line with BayCoast. The Partners Insurance logo had the least amount of changes since we mainly changed the color and stacked the text for maximum readability in practical application. The changes to the Plimoth and Priority logos were more dramatic. Previously, Plimoth's logo was just text in blue Monotype Corsiva. There was no distinguishing brand mark or icon aside from the text. As the project lead, I led our agency on the logo design project and introduced the idea to add a lighthouse icon to Plimoth's logo. Since BayCoast had waves and Partners Insurance had the sun/moon icon, Plimoth's lighthouse icon would complete the coastal scene and provide a well-rounded story to the family of brand icons. The senior team loved the idea and the final logo works well with the other brand logos. Similarly, Priority Funding's logo hadn't been updated in quite some time. While they did have the benefit of having a distinct brand mark, they did not exercise tight branding standards when it came to consistent colors or type faces. We ultimately updated the logo to a door opening to represent the story that Priority Funding opens the door to your financing needs. Ultimately, the senior team and board members are proud of the new logos and customers are responding favorably to the updates which has been a major success for the brands so far.

The last major leg of the family of brands rebrand was the update of stationery items. In a perfect world, a customer would have a checking account at BayCoast Bank, their mortgage at BayCoast Mortgage or Priority Funding, their insurance policies at Partners Insurance Group, and their retirement plan at Plimoth Investment Advisors or BayCoast Financial Services. If that same customer would be receiving communications from the various organizations, I wanted to ensure the look and feel of that communication would be unified. Working independently on the stationery design concepts, I wanted to utilize the accent of each brand to differentiate between the brands but use the same design for the entire family of brands. Using a minimalist approach to maintain the new modern look we were after, each design features the blue and gold colors and a touch of the accent color to represent the brand and tie the affiliate companies together. The business cards offer versatility for each brand and are more contemporary than our previous cards. Icons make the information more inclusive of non-English speakers and maintains a clean look and feel to the various items. The senior team has responded favorably to these designs when introduced to them in August 2021. Implementation of the new design is expected to take place in Q3 2021.

As with most projects for BayCoast Bank, a team collaboration was necessary for the final product. Divisional approval as well as Compliance approval was required before going live with the campaign. Multiple stakeholders set eyes on this campaign before launch. The Bank's Consumer Lending division reviewed for product accuracy, the Marketing department reviewed for branding and the Compliance department reviewed to ensure the messaging has the necessary disclosures and poses no risk from a Federal regulation standpoint.

As a highly regulated industry, each piece had to individually provide necessary disclosure information within 1 click or be included on the piece itself. Despite regulatory limitations, the final design applies a global, sociocultural perspective and poses no moral or ethical questions inherent in the graphic design or banking industries. The campaign passes all RESPA, UDAAP, CAN-SPAM or EHL risks as required by Federal regulation.





# FHA Mortgage Campaign

After a two-year application process to become Direct Endorsed (DE) lenders for the Federal Housing Administration (FHA), BayCoast Mortgage was excited to share the news with the community. When strategizing how to get this information out into the market, the first place we started was with a press release which told the entire story of the approval process and benefits to the customer. From there, we used that content to develop an entire campaign around FHA mortgages to increase the number of new FHA accounts in the spring of 2021.

The main purpose of this multi-channel campaign was to communicate that BayCoast Mortgage Company's FHA process was more streamlined and easier than ever before with a goal to gain \$1 Million in total new FHA mortgage accounts by the end of April 2021. As the graphic designer for this campaign, I started with posting an image on our internal blog/intranet page and by sharing a Marketing Update message with employees via Teams to let all employees know about the exciting news before we made the information public. I followed by designing a mass email to local realtors to directly communicate with the audience that would likely recommend BayCoast Mortgage to clients. A second version of this email was sent to existing Bank customers who were currently renting to cross-sell mortgages to these customers. The next phase was to develop an image to post on our social media page to let our followers know about our exciting news. Meanwhile, our digital team worked on a landing page and posting the web banner onto our homepage. Finally, we sent a direct mail postcard to prospects and specifically targeted renters with a household income greater than \$60k in Rhode Island and Bristol, Plymouth, and Norfolk counties in Massachusetts.

One of the key elements to the design of these pieces was including the interest rates in large, bold text and drawing attention to these historically low mortgage rates. We were also sure to include the mortgage logo in the top left corner for maximum visibility to increase brand awareness so that the target would see recognize the company after multiple exposures to the messages. Icons and bright colors were used near the contact information to encourage the audience to reach out and also to help break down any language barriers to the call to action.

Overall, this campaign was a great success in terms of response and revenue. With a goal of gaining \$1 Million in new FHA accounts, the campaign ultimately brought in just over \$3.5 Million in new mortgage accounts demonstrating success in both design and strategy.

# Brand Awareness Billboards

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Having opened four new Rhode Island branches in the last three years, BayCoast Bank was in need of a brand awareness campaign in these new markets. A 2021 brand awareness study showed that BayCoast generated 6% spontaneous awareness in its core footprint. With Providence, Cranston, Bristol, and Little Compton all being new locations for the brand, getting the Rhode Island community familiar with the BayCoast brand was a must for garnering revenue in these areas. To do this, the team selected four static billboard locations and two digital billboard locations on highways 195 and 95 going in both directions at busy locations guaranteed to get heavy traffic. One of the static billboards being located at the Big Blue Bug, notorious in Rhode Island for its bumper-to-bumper traffic during primetimes ensuring full visibility by all passersby.

The design of these billboards was intentionally kept simple for multiple reasons. The first was that we wanted our logo to be as big as possible to make the most impact in our new markets. The goal was less about selling products or convincing the public to do something and more about getting the brand in front of the audience. Another reason for the minimalistic design because we didn't want to over clutter the design with too many words. A great rule of thumb is to keep wording to a minimum on billboards so that drivers are able to read the entire message while driving by safely. Using the iconic BayCoast blue and gold, I made the logo the star of the show and utilized the brand font, Agenda bold, to explain what BayCoast Bank is all about in less than 10 words. The overall design of the suite of billboards is highly representative of the brand and accomplishes the main goal of the campaign, to get the brand in front of the community in our new markets.

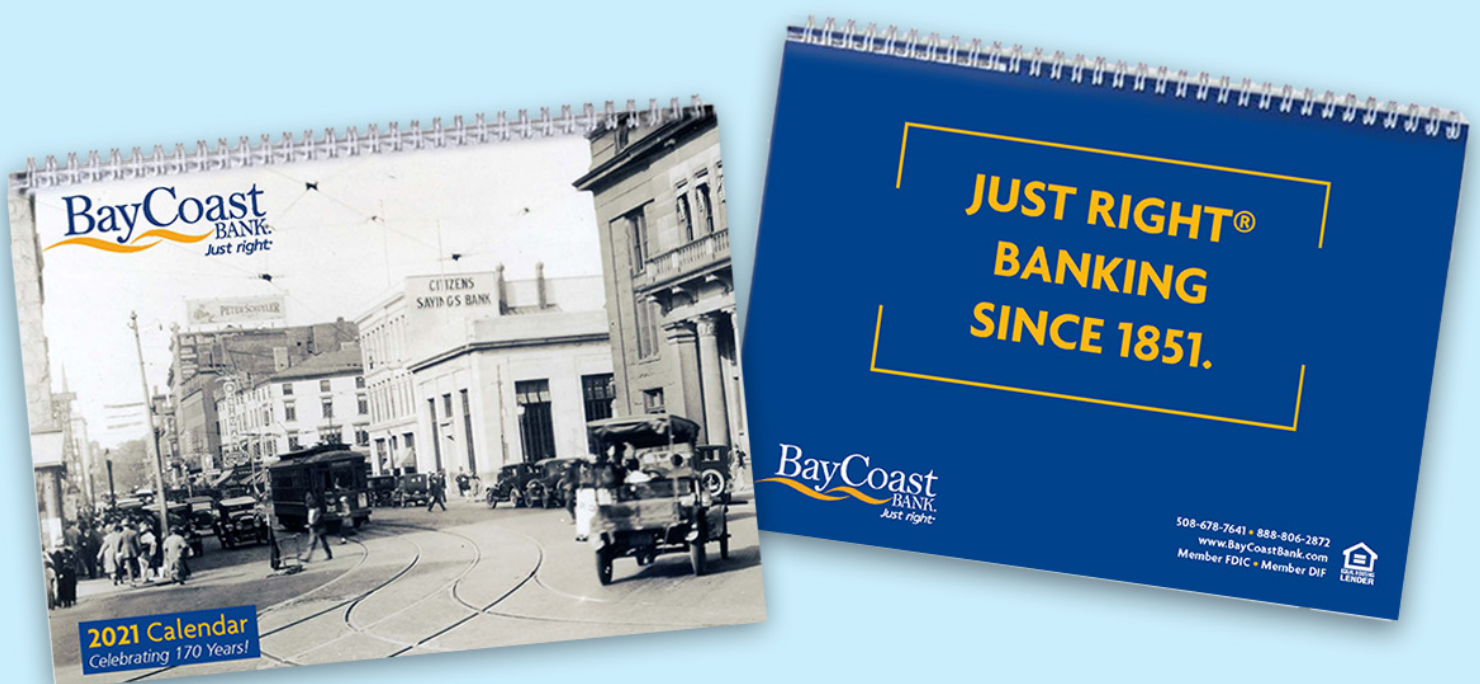


# BayCoast Anniversary Calendar

As an active member of the community, BayCoast Bank takes pride in presenting an annual custom calendar as a gift to its friends and neighbors. Often featuring historical landmarks and landscape shots of Southeastern Massachusetts and Rhode Island, BayCoast Bank wanted to take a different approach to the annual calendar in 2020. With the Bank's 170th anniversary approaching, the theme of the calendar was to spotlight key moments throughout BayCoast Bank's rich history through carefully selected photographs collected by the organization over its long lifespan.

The most gratifying part of this project was sifting through the local Historical Societies, newspaper articles, and other resources to piece together the Bank's long timeline. Since many of the original photographs scanned for this project were over 100 years old, special attention was placed on balancing the modernity of the Bank's brand guidelines with the quaint black-and-white aesthetics of timeworn photographs. Modern photographs were filtered to grayscale to maintain consistency and continue the historical sentiment throughout the calendar's design.

As with most professional projects, collaboration and communication are key to success. Being part of a 5 person marketing team, open communication and consistent feedback of which photos to include, which order to display them in, as well as grammatical edits and ideas for improvement, led to achieve the final product. In order to make this calendar inclusive for a diverse target audience, the team was mindful of cultural and social impacts when deciding which holidays and dates to recognize. Through careful use of color and typography, the design draws the eye to a wide array of culturally diverse and meaningful holiday dates as well as special tidbits of BayCoast history in a way that is both functional and aesthetically pleasing. While not a typical representation of the BayCoast calendar since the design's theme was a special anniversary edition, feedback from employees was positive and many commented on enjoying learning more about the Bank's history through historical photos.





# RE-CREATION Programs Booklet

As a non-profit recreation and prevention based organization, Greater Fall River RE-CREATION provides a range of programs to a lower income demographic with socioeconomic challenges. When I was first hired by RE-CREATION and was reviewing the current collateral in the market, I learned that their seasonal program was a poster-sized sheet of paper folded up a dozen times like a map! It wasn't exactly a user-friendly way to disseminate their seasonal program information, especially to their target audience. I knew right away in order to make this program more accessible for a diverse audience, I would need to redesign the program to be an 8.5" x 11" booklet with clear headings and columns to make it easy to read.

Before starting the design process, I researched program booklets from competitor organizations like the YMCA and the Boys and Girls Club to see how they communicated similar information to a comparable audience. What I found was that the goal should be making the information clear and easy to follow. I implemented a design that utilized bold headings, consistent formatting, and color blocks to help break up large sections of text to provide structure in the template. I also included a strong call to action by including a membership form at the end of the booklet to boost the number of applications and make registering even easier for the audience. This decision demonstrates the ability to creatively and strategically transform the booklet into a more practical design that takes the physical, cognitive, and social challenges of the audience into consideration.

Working with a small team consisting of the Executive Director and Program Coordinator, we utilized a simplistic, straightforward strategy when it came to communication with the target audience. It was through this collaboration with the stakeholders that the final product provided clear communication to a multi-cultural, multi-lingual audience. To address the needs of the project, I worked constructively with the clients who critiqued and collaborated with me to create a final product that communicated well with the audience.

The design, created in InDesign using industry-standards, demonstrates the ability to distribute quality print designs. It's also easily adaptable for online viewing to include on a website or to link to on social media. Because the range of people who would be viewing this piece have a diverse sociocultural perspective, I was careful to use fonts and colors that wouldn't pose a moral or ethical threat. Photos and graphics were chosen from royalty-free sites to keep costs down and remain ethical while also demonstrating creative balance. I was also conscious to select photos that were inclusive and representative of the target audience so as to relate to them better and communicate with them on a personal level resulting in the design's ultimate success.



# Employee Onboarding Package

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As a rapidly growing organization, BayCoast Bank and its five subsidiaries was in need of a strong onboarding process that would set the tone for what being part of the BayCoast family is like. Being known as an organization that gives back to the community, the BayCoast senior team wanted all new employees to know that generosity starts first and foremost with treating employees right. To make a great impression with new hires, we decided to create an employee onboarding package that would be presented to all new employees at their first training with BayCoast.

Working with a trusted third party vendor as the lead on this project, the first step was sourcing items for the box. As a core philosophy, BayCoast believes in buying domestic products from local vendors so I started my search by looking for USA-made items that employees could use on day one at their new position. Being that this was the first thing the new hire would be receiving from the company, I wanted them to feel welcome and part of something that was more than just them. Ultimately choosing a hardcover notebook, a custom pen, a hot/cold cup, and a tin of dollar sign-shaped mints, the idea behind these items was that employees could hit the ground running once they arrived at their desk.

Under my creative direction, our third party vendor designed the box as well as the welcome card. The design of the box went through many evolutions before we settled on the final design. Initially, we were not going to brand the package with a company logo at all since we wanted the package to be versatile enough to be handed to a hire from any one of the five subsidiaries. However, since BayCoast Bank is the parent company, a decision was made to brand the box with the BayCoast Bank logo. It was important that the design of the box remained on-brand so we used the font Agenda in BayCoast Blue throughout the box design to remain in-line with the company's brand standards. All items work within the brand's color palette and are imprinted with the company's PMS colors to ensure an exact match. Using a less-is-more approach, we included the company's core values on the inside lid of the box and also on the items within the box. The idea here was that once the items would be taken out and used by employees,

the new employees would be reminded of the BayCoast credo wherever they went, further supporting the company's values.

Next, we decided to include a welcome card from the bank's CEO. Drafting the letter for the CEO's approval, I wanted to ensure a genuine, sincere tone was included in the messaging while also reinforcing the importance of the company's core values. One of the wonderful things about the BayCoast corporate culture is that so many employees resonate with the credo and are proud to wear clothing with the logo on it out in the community. With that in mind, we included a \$50 gift card to the company e-store for new employees to order custom logo apparel of their choice.

When COVID-19 came, we added another piece to the employee onboarding package. Again, sourcing USA-made items with local vendors, we purchased company gaiter masks as well as more traditional over-the-ear masks, thermometers, hand sanitizers, and alcohol swabs and packaged them into royal blue cinch bags. This was a great temporary addition to the onboarding box during a time that we wanted employees to be safe, especially at work.

Overall, feedback was overwhelmingly positive for the employee onboarding package. New hires have raved about the package and were excited to purchase corporate apparel of their choosing. With such a great response from employees, this package will remain a part of the onboarding process at BayCoast with intentions to evolve the package as the brand grows in the future.



# School Committee Election

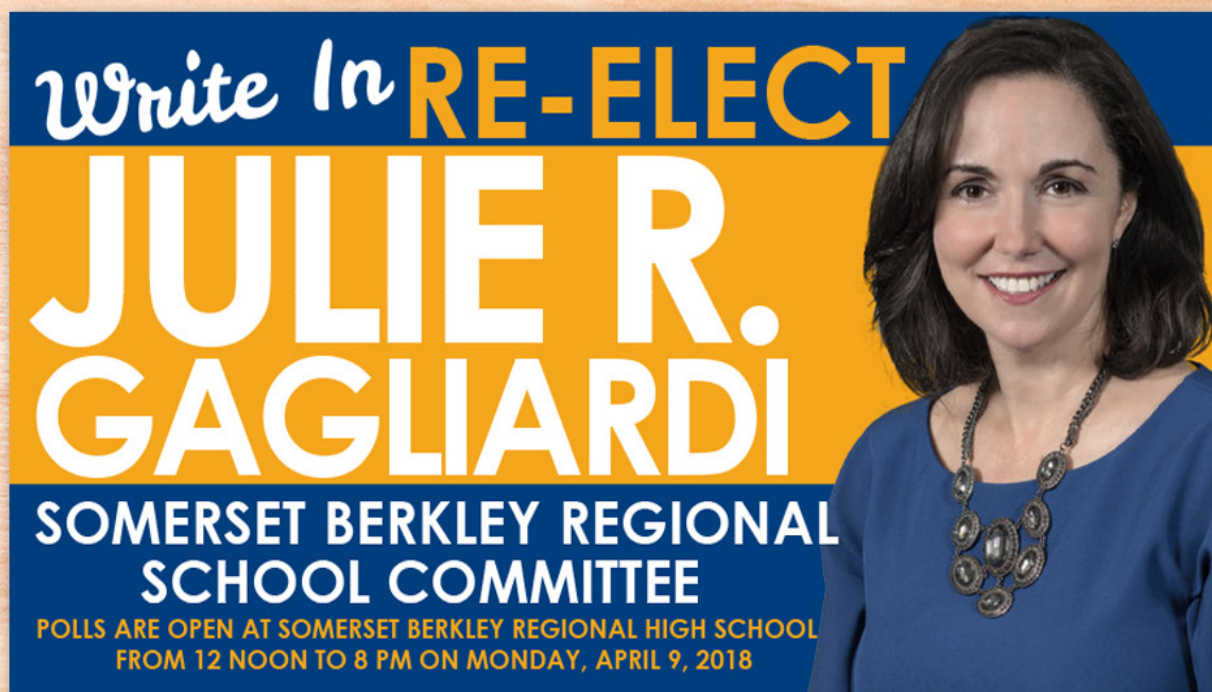
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When Julie R. Gagliardi approached me about running for the Somerset school committee, her story touched me. Julie had been on the committee for years but due to a clerical error, her name wasn't going to be on the 2018 election ballot. Julie was faced with a problem – she had to communicate to the people of Somerset, MA that she was still in the running for the committee, however it came with a catch. Residents would have to physically write Julie's name in on the ballot in order for her to win.

With that problem in mind, we decided to send a direct mail postcard to all Somerset residents. The postcard had to be eye-catching enough for people to read and not just throw away. It also had to represent Julie so that people would remember to write her name in on election day. I decided to utilize the colors of the financial institution Julie works for to tie her to the bank and assist the public in recognizing who Julie was. Coincidentally, blue and gold are also the Somerset Berkley High School colors so relating to the target audience and getting their attention through use of color was easy. Using a large photo of Julie and clear instructions on the back, we were able to creatively target Somerset residents. Attention to detail and a practical approach to communicating information made it simple for residents to remember Julie on election day. Including an image of the ballot and script text on the correct line to write in Julie's name also helped the audience understand what the call to action was.

With a strong opening paragraph and visual aids to accompany the call to action, our collaboration was able to produce a professional design within a short deadline that engaged the audience to go on to win the election. In regards to the craftsmanship of this direct mail piece, the design includes CMYK colors and crop marks to ensure an appropriate bleed for the design.

By understanding our target audience and the personal significance behind the selected colors, the design demonstrates the ability to understand the audience's perspective. By including visual elements like the image of the ballot, the design exhibits an awareness that not everyone in the audience may be able to understand English, have the same cognitive abilities, or come from the same background. Ultimately, our efforts paid off and Julie won a seat on the committee!





## Second Home Campaign

With rates at historic lows, the BayCoast Mortgage team was in a great position to go after a niche market, homeowners looking to purchase a secondary home or vacation getaway. As a team, we decided to target individuals in affluent counties throughout Massachusetts and Rhode Island with a high net worth who have lived in their home for more than five years since this demographic was more likely to be interested in purchasing a secondary home. Because the rate was so low at this time, we expanded the reach of the campaign into Boston counties, which was outside the company's footprint but likely to respond to the campaign. In addition, we included existing customers of the subsidiaries as well as existing mortgage customers who we anticipated would react favorably to the low interest rates.

As the campaign strategist, I decided to take a multi-channel approach to this campaign to make a large impact in the market. Leveraging the brand's footprint, we utilized the digital screens at each office and sent printed flyers out to all locations to target foot traffic and customers. We also included a direct mail postcard to a prospect list as well as print advertisements in local publications, mass emails to both customers and prospects, and multiple social media posts to get in front of our audience multiple times. One of the strongest tactics in this campaign was the utilization of digital marketing strategies and ads to reach the market. Leading the digital ad audience to a landing page, we provided an easy link to apply online, making the customer experience very simple and increasing the number of applications received.

From a design perspective, we had multiple messages that needed to be communicated to the audience in this campaign: we had to entice them with a low rate and we also wanted to draw attention to the \$500 off closing costs offer to get them to act. Using the low rate as the attention-getter, we kept the digital ads simple in terms of design mostly because we were advertising in areas outside of our footprint and wanted to reinforce the brand. When selecting imagery for the campaign, I wanted to show a New England style home, preferably near a coast to help the audience imagine themselves in a dream home by the beach.

The main goal of this campaign was to bring in a total of \$1 million in new mortgage accounts by the end of June 2021. Through the multi-channel marketing efforts, we were able to bring in over \$2.6 million in new mortgage accounts that were directly tied to the campaign efforts.



# Southcoast Education Summit

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In 2017, the Bristol County Chamber Foundation supported by BayCoast Bank, Bristol County District Attorney Thomas Quinn, the Massachusetts Teachers Association, and the Carney Family Foundation organized a series of regional training programs for educators centered on social-emotional learning. The goal of this collaboration was to bring together educators from across the region to engage in professional development, to share best practices, and to integrate proven tools and strategies to support local students' social and emotional development. This free program, which takes place annually at Somerset Berkley Regional High School, is open to educators, education support professionals, administrators, and school committee members.

Once this collaboration selected a date for the first annual Southcoast Education Summit, the event was in need of some marketing materials. First, the event needed a logo. Since the target audience of the training programs was educators and school professionals, I decided to use primary colors and an apple for the logo's icon. Instead of a leaf in the apple, I included a heart to symbolize the passion and care teachers have for their students. The collaboration requested that supporting organizations be represented in the logo. This posed a great challenge since I didn't want to over clutter the logo either. I included a pencil to differentiate the supporting logos from the event's logo and used a sans serif font to keep the lines of the logo as clean as possible.

When it came to the event booklet, the committee was challenged with securing all the speakers and workshops in time. Simplicity was key to the design of the booklet in order to meet the short deadline and get it to print in time for the event. The booklet also had to share a lot of information with a diverse audience of educators, administrators, and other school personnel across multiple school districts. It was imperative to offer an easy way to find various layers of information for the event. One innovative concept to strategically solve this information overload problem was to utilize a color-code system. Through simple information formatting and the use of a color-coded design system, the design is able to create a practical approach to communication. Using industry-standard tools like Adobe InDesign and Photoshop, this design was ideal for print having a presentation of this information in-hand was critical in the success of the event.



# KAITELYN PLOUDE

g r a p h i c d e s i g n e r

**7**  
Years of Experience  
In Marketing & Graphic Design

**2**  
Bachelor's Degrees  
Management & Graphic Design

**42**  
Branches & Offices  
Overseen for Marketing Needs

## Contact

☎ 774-322-6323  
📍 33 Old Providence Road  
Swansea, MA 02777  
✉ kploude@gmail.com  
in @kaitelynploude  
🌐 www.kaitelynploude.com

## Tech Skills

- 🌐 Adobe Creative Cloud Suite
- 📄 Acrobat
- 🎨 Illustrator
- 📄 InDesign
- 📄 Photoshop
- 📄 Dreamweaver
- 📄 Microsoft Office 365 Suite
- 🌐 Asana
- 📄 Workfront
- 📄 Meltwater/Sprout Social
- 📄 DocuSign
- 📄 Salesforce
- 📄 WordPress
- 📄 Constant Contact
- 📄 Google Drive
- 📄 HTML
- 📄 CSS

## Soft Skills

- Communication Skills ●●●●○
- Copywriting ●●●●○
- Creativity ●●●●●
- Design Strategy ●●●●○
- Multitasking ●●●●○
- Organizational Skills ●●●●●
- Presentations ●●●●○
- Problem Solving ●●●●●
- Project Scheduling ●●●●○
- Time Management ●●●●○
- Typography ●●●●○
- Writing & Grammar ●●●●○

## Professional Experience

### MARKETING PROJECT MANAGER

2017-Present *BayCoast Bank*

- Responsible for planning, managing, designing, and executing multiple marketing campaigns/projects for various lines of businesses, affiliate brands, and financial products/services from beginning to end independently.
- Able to multi-task in a high-volume environment developing campaigns/projects, organizing key milestones, delivery dates, tactics, and assignment of tasks to team members and internal resources, as needed.
- Brand ambassador for six affiliated companies and worked to rebrand multiple brand DNAs from individual, siloed brand identities into a family of unified brands.
- Execute consistent use of each brand's color palette, logos and iconography, typography, and lifestyle imagery/visuals to energize and tie the brands together while building brand equity in new market areas.
- Experienced in copywriting/brand messaging in addition to graphic design of project deliverables and assets utilizing industry standards like Adobe Acrobat, Illustrator, Photoshop, and InDesign for digital and print display.
- Graphic design experience includes assets such as billboards, digital ads, flyers, brochures, instructional guides, blog posts, social media posts/ads, internal communications, print ads, direct mail, digital screens, stationery, landing pages, email marketing, etc.
- Ensure the legal and Federal regulatory requirements and approval process protocols are followed accurately.
- Coordinate projects/orders with external vendors along with overlooking the quality, budget/pricing, timing, and brand consistency of the assignment.
- Maintain inventory of promotional items for events and customer gifts as well as employee gifts such as custom branded onboarding packages for all new hires.
- Experience working with agencies, media vendors, photographers, and videographers on production of advertising, testimonial campaigns, television commercials, radio spots, email automation, and experiential marketing campaigns and events.
- Collaborate with corporate giving grantees and third parties on co-branded marketing materials, sponsorships, exposure, advertisements, and expo/event booth set up.
- Create PowerPoints and participate in Executive presentations with the Board/Senior Team and project meetings for each line of business as a key intermediary for the Marketing team's strategy.

### MARKETING SPECIALIST

2014-2019 *Greater Fall River RE-CREATION*

- Developed graphic design assets to increase membership including quarterly layout design of printed multi-page recreational program and community event flyers.
- Successfully designed, coded, and launched a website redesign via WordPress that is still operational.
- Managed social media channels including the development of graphics and a social content calendar.

## Education

### BACHELOR'S - GRAPHIC DESIGN & MEDIA ARTS

2019-2020 *Southern New Hampshire University*

- Focused on how to design, develop, adapt, and present professional quality graphic and media works that articulates a clear, coherent message using appropriate and effective technical and aesthetic design principles.
- Experience in applying professional, ethical, and socially culturally sensitive practices to the design and development of visual media elements.
- Graduated summa cum laude.

### BACHELOR'S - BUSINESS MANAGEMENT

2010-2014 *Bridgewater State University*

- Studied business management in the context of a changing and diversifying society and economy.
- Mastered team-oriented problem solving and combining critical thinking skills with a strong quantitative background.
- Minored in Public Relations.
- Graduated cum laude.

## Certifications

### NEW ENGLAND COLLEGE OF BUSINESS

*Certificate in Principles of Management*

### MICROSOFT EXCEL CERTIFIED

### MICROSOFT WORD CERTIFIED

### OSHA CERTIFIED

## Memberships

### BAYCOAST BANK

*Financial Literacy Committee  
Marketing Committee  
Events Committee  
FinTech Committee  
Social Media Committee  
Client Outreach Committee*

### DIMAN REGIONAL VOC. TECH. HIGH SCHOOL

*Advisory Board Committee Member*

### N.E. FINANCIAL MARKETING ASSOCIATION

*Association Member*

### ONE SOUTHCOAST CHAMBER OF COMMERCE

*Chamber Member*

# Contact

☎ 774-322-6323

📍 33 Old Providence Road, Swansea, MA 02777

✉ kploude@gmail.com

**in** @kaitelynploude

🌐 [www.kaitelynploude.com](http://www.kaitelynploude.com)