



**CHELSEA  
PENNINGTON**  
Graphic Designer &  
Director of Marketing

Chelsea.Pennington84@gmail.com   
419.704.0557   
403 South Tarr | North Baltimore, OH   
CreativeRootDesigns.com

## PERSONAL STATEMENT

Full-time graphic designer and marketing specialist based in North Baltimore, Ohio. With more than 14 years of design-industry experience, I also enjoy expanding my talent with my freelance-design work and consultation. I have always strived to become a better individual in my workforce, continue to expand my portfolio, and increase my design/marketing experience.

## EDUCATION

Bowling Green State University  
From August 2003 to June 2007  
Bachelor of Fine Arts  
Specialization: Graphic Design/Marketing

Perrysburg High School  
From August 1999 to May 2003  
Specialization: College Preparatory

## KNOWLEDGE & SKILLS

### DESIGN

Grid & Layout	●●●●●●
Typography	●●●●●●
Color Theory	●●●●●●
Image Editing	●●●●●●
Web & Social Media	●●●●●●
Logo Design	●●●●●●
Branding	●●●●●●
Digital Printing	●●●●●●
Screen Printing	●●●●●●
Press Checks	●●●●●●
Website Design	●●●●●●
A/B Testing	●●●●●●

### COMPUTER

Adobe Illustrator	●●●●●●
Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●●
Adobe Dreamweaver	●●●●●●
Adobe Flash	●●●●●●
Social Media Platforms	●●●●●●
Microsoft Office Suite	●●●●●●
WordPress	●●●●●●

## MY SPECIALTIES

Print 	Packaging 	Branding 
Websites 	Social Media 	Advertising 
Logo 	Marketing 	Multi-Tasking 

## HOBBIES & INTERESTS

DIY 	Sports 	Music 
Beach 	Travel 	Animals 

## DESIGN & MARKETING WORK EXPERIENCE

October 2010 - Present

**Director Of Marketing  
Graphic Designer**





**Beth Rose Real Estate & Auctions**

Exists to build relationships based on honesty and integrity to strategically market real estate and achieve results. To be the leading provider of luxury real estate auctions.

- Works closely with the project managers for each auction to create and implement marketing & production strategies of each auction.
- Acts as project manager on projects, working with outside vendors to produce print materials, products & website content.
- Responsible for maintaining advertising budgets on all products.
- Maintain and produce branding and identity for the entire company.
- Maintain and create website/social media content.
- Produce and track social media paid ads as well as A/B testing.
- Enhance and increase companies KPIs
- Prioritize and Multi-task numerous projects and clients at one time.
- Fast paced and quick turnaround working environment.



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## DESIGN & MARKETING WORK EXPERIENCE

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July 2007 - Present

**Freelance Designer**  
**Creative Root Designs**

Focused graphic design & marketing company creating brand presence, profitability and performance through high impact creative marketing, strategies and design.

Memorial Hospital | Fremont, OH | Promotional | Branding | Advertising  
Big Daddy Graphics, LLC | Perrysburg, OH | Apparel Design | Logo Design  
Howard Hanna | Toledo, OH | Promotion | Advertising | Branding | Social Media  
Planned Pethood | Toledo, OH | Event Promotion  
Key Realtors | Toledo, OH | Promotion | Advertising | Branding | Social Media  
Women's Council Of Realtors | Toledo Area | Event Promotion  
A.B.C. Movers | Branding | Website Creation  
Blessings In Disguise | Promotion | Advertising | Branding  
Rose Gold | Product Design | Packaging

## MARKETING & DESIGN AWARDS

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### 2020 AWARDS

1st Place – Postcard – Luxury Real Estate | National Auctioneer Association  
1st Place – Brochure – Luxury Real Estate | National Auctioneer Association  
1st Place – Brochure – Land | National Auctioneer Association  
1st Place – Auction Campaign of the Year | Michigan Auctioneer Association  
1st Place – Auction Proposal | Michigan Auctioneer Association  
1st Place – Best of Show – Postcard/Brochure/Catalog | Ohio Auctioneer Association  
1st Place – Commercial/Industrial/Multi-Par Postcard | Ohio Auctioneer Association  
1st Place – Company Website | Michigan Auctioneer Association  
1st Place – Farm & Acreage Real Estate Postcard | Ohio Auctioneer Association  
1st Place – Real Estate (Multi Colored) Brochure/Postcard | Michigan Auctioneer Association  
1st Place – Recreational Real Estate – Brochure & Catalog | Ohio Auctioneer Association  
1st Place – Recreational Real Estate Postcard | Ohio Auctioneer Association  
1st Place – Wild Card (Company Promotion) | Ohio Auctioneer Association

### 2019 AWARDS

1st Place – Luxury Real Estate – Brochure | National Auctioneers Association  
1st Place – Luxury Real Estate – Postcard | National Auctioneers Association  
1st Place – Recreational Real Estate – Postcard | National Auctioneers Association

### 2018 AWARDS

1st Place – Farm & Land – Postcard | Ohio Auctioneer Association  
1st Place – Non Traditional Marketing – Postcard | National Auctioneers Association  
1st Place – Recreational Real Estate – Postcard | Ohio Auctioneer Association  
2nd Place – Non Traditional Marketing – Postcard | National Auctioneers Association  
2nd Place – Recreational Real Estate – Postcard & Brochure | National Auctioneers Association

### 2017 AWARDS

1st Place – Auction Proposal | Michigan Auctioneer Association  
1st Place – Benefit Auction Brochure | Michigan Auctioneer Association  
1st Place – Best of Show | Florida Auctioneer Association  
1st Place – Company Identity | Michigan Auctioneer Association  
1st Place – Development Land – Postcard/Brochure | National Auctioneers Association  
1st Place – Luxury Real Estate – Brochure | National Auctioneers Association  
1st Place – News Coverage | Michigan Auctioneer Association  
1st Place – Non Traditional Marketing – Giveaway | National Auctioneers Association  
1st Place – Real Estate Multi Color Ad | Michigan Auctioneer Association  
1st Place – Recreational Real Estate – Postcard/Brochure | National Auctioneers Association  
1st Place – Specialty Auction Brochure | Michigan Auctioneer Association  
1st Place – Traditional Real Estate – Postcard/Brochure | National Auctioneers Association  
1st Place – Website | National Auctioneers Association  
2nd Place – Auction Campaign of the Year | National Auctioneers Association