



# KALEB WISE

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5032 META DRIVE, NASHVILLE, TN 37211

## EXPERIENCE

- 2015-2018     **MARKETING MANAGER / ART DIRECTOR** LOUISVILLE LADIES
- CREATE BRANDS FROM CONCEPT TO FLOOR READY PRODUCTS
  - DEVELOP AND EXECUTE SUCCESSFUL MARKETING CAMPAIGNS
  - UNDERTAKE CONTINUOUS ANALYSIS OF MARKET TRENDS
  - INTERFACE WITH SALES AND BUSINESS DEVELOPMENT
  - SALES ASSIST
- 2014-2016     **SENIOR GRAPHIC DESIGNER** MBA BEAUTY
- CREATE PACKAGING, RETAIL DISPLAYS AND ADDITIONAL ASSETS
  - PROVIDE CREATIVE DIRECTION ON DIGITAL AND PRINT PROJECTS
  - MARKETING ASSIST
- 2010-2015     **OFFICE/MARKETING MANAGER** WISE HEATING & AIR
- ORGANIZE OFFICE OPERATIONS AND PROCEDURES
  - DEVELOPMENT OF BRANDING AND MARKETING MATERIALS
  - MARKETED SERVICES IN THE LOCAL COMMUNITY

## EDUCATION

- 2018     **JEFFERSON COMMUNITY AND TECHNICAL COLLEGE**  
ASSOCIATE OF APPLIED SCIENCE  
COMMUNICATION ARTS TECHNOLOGY: ADVERTISING DESIGN OPTION
- 2016     **JEFFERSON COMMUNITY AND TECHNICAL COLLEGE**  
MULTIMEDIA CERTIFICATE IN COMMUNICATION ARTS

## PERSONAL SKILLS

CREATIVITY  
PLANNING / EVENT PLANNING  
DREAMER/ACHIEVER  
FLEXIBILITY  
SELF MOTIVATOR

DETAIL-ORIENTED  
REALISTIC  
COMMUNICATION