



KYE EDWARDS

GRAPHIC DESIGNER & SOCIAL MEDIA COORDINATOR

CONTACT



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EXPERIENCE

DIRECTOR OF CREATIVE SERVICES & GRAPHIC DESIGNER

Des Moines Menace (USL League Two) | Jan 2022 - Present

- Lead the internal creative services team.
- Work collaboratively and constructively on each project with others on the team including Project Managers, Merchants, other Creative Team members.
- Conceptualize and provide creative direction for marketing and sales materials as well as social media materials.
- Prioritize projects and manage resources and schedules to meet deadlines.
- Lead and direct a team of photographers and videographers on projects.
- Develop and communicate timelines, milestones, and status to entire team
- Design all graphic needs for marketing, social media and print materials.

CHRISTMAS PRINT & RETAIL ASSISTANT

Brighton & Hove Albion FC (English Premier League) | Oct 2021 - Dec 2021

- Print names and numbers on Official Brighton & Hove Albion Premier League jerseys for the players, staff, customers and the Amex Stadium Tour;
- Specialize in plaquing, kerning and measuring names for prints;
- Provide excellent customer service and to deal with general enquiries from customers;
- Replenishing stock, processing payments and providing advice on products and upselling Brighton & Hove Albion products.

GRAPHIC DESIGNER, SOCIAL MEDIA COORDINATOR & SOCCER OPS

Des Moines Menace (USL League Two) | 2019 - 2021

- Designing and producing all graphics such as social media, website, billboard, jumbotron, posters, tickets, season tickets and more;
- Organizing and executing promotional photoshoots/videos with sponsors;
- Assisting with video editing and green screen/white screen photography;
- Running social-media such as in-game and game day updates on Twitter and Instagram throughout all home and away action;
- Playing an active role in the marketing and promotions that drive the brand;
- Traveling with the Des Moines Menace's USL League Two team and assisting in travel logistics and game-day preparations;
- Working with coaches and staff in creating and communicating travel itineraries.

GRAPHIC DESIGNER, SOCIAL MEDIA COORDINATOR & ASSISTANT COACH

Briar Cliff University Women's Soccer (NAIA) | 2019 - 2021

- Design and edit promotional illustrations, graphics and photographs for the Briar Cliff Women's Soccer social media;
- Manage and execute multiple projects at a time while organizing and planning practice/games;
- Running social-media such as in-game and game day updates on Twitter and Instagram throughout all home and away action;
- Assist the head coach in all aspects of the program;
- Administrative duties and monitoring of student athlete academic progress.

EDUCATION

BRIAR CLIFF UNIVERSITY

SIOUX CITY, IOWA, USA

Master of Arts in Sports Management
2019 - 2021

BRIAR CLIFF UNIVERSITY

SIOUX CITY, IOWA, USA

Bachelor of Arts in Graphic Design
2014 - 2018

SKILLS

Adobe Creative Suite

Microsoft Office

Social Media Management

Excellent Written Skills

Excellent Communication Skills

Attention to Detail

Positive Attitude

Interpersonal Skills

Team Player

Hard Working