



KARLY LYONS

An experienced creative professional, graphic designer and project manager with a demonstrated history of working in the wine, real estate and tech industries. I am a fanatic for creativity, extremely versatile and responsive. My past experiences have taught me to be responsible and passionate in whatever I am pursuing. I am extremely motivated and bring enthusiasm to my work. I pride myself in the many experiences that my work have taught me thus far and I hope to further my skills in a stimulating work environment.

CONTACT

-  | 707.889.0322
-  | karlylyons21@gmail.com
-  | www.kllcreative.com
-  | Petaluma, CA

EDUCATION

- University of Redlands
2012 - 2016 | Redlands, CA
- B.A. in Art with an emphasis in Graphic Design
 - B.A. in Managerial Studies
 - University of Redlands Volleyball Team (2012 - 2016)

SKILLS

- Layout & Typography
- Color Theory
- Web & Print Design
- Branding/Identity
- Vendor Management
- Merchandising/Swag
- Organization & Task Prioritization
- Teamwork
- Meeting Deadlines

EXPERTISE

- Adobe Creative Suite ● ● ●
- Google Workspace ● ● ●
- Microsoft 365 Office ● ● ●
- Image Retouching ● ● ○
- Project Management ● ● ●

EXPERIENCE

Creative Coordinator @ Netflix Jan 2021 - Current
Magnit Global Remote, CA

- Design and elevate art layouts for the corporate events team's print and digital collateral.
- Manage and enhance Netflix's internal employee swag store, implementing and improving procedural changes.
- Revamp and improve internal financial and inventory reporting.
- Establish and manage vendor relationships; ensuring strict quality standards.
- Successfully implemented a paid employee store model.
- Order products, manage inventory and analyze product reports for the online store.
- Forecast, set and monitor budgets and goals.
- Provide guidance and support to employees regarding swag store usage.

Freelance Graphic Designer Apr 2015 - Current

- Create and design various graphic design projects.
- Meet deadlines and collaborate with clients to achieve their goals.

Contracted Marketing & Creative Coordinator Sep 2017 - Sep 2021
The Shone Group (Sotheby's International Realty) Sonoma, CA

- Created print and digital ads, designed layouts and managed ad production.
- Developed marketing materials including brochures, presentations and email campaigns.
- Enhanced social media presence.
- Scheduled and directed creative shoots, edited property images and videos.
- Provided daily creative support and perform general office duties.

Wine Club/DTC Marketing & Creative Coordinator Jul 2016 - Sep 2017
Larson Family Winery Sonoma, CA

- Managed wine club members, accounts and transactions.
- Planned wine club events and maintained customer database.
- Created marketing collateral, advertisements and email campaigns.
- Executed photography and social media content.
- Created brand identity development and assisted in marketing plans.
- Received two promotions for reinventing the winery's brand identity.

Property & Marketing Manager Summer 2015 - 2020
Courtney & Aaron Salars Sonoma, CA

- Streamlined guest check-in and check-out processes for vacation rental property, ensuring thorough sanitization, cleanliness and presentation for subsequent renters.
- Developed website and social media platforms to attract prospective tenants.

Marketing & Graphic Design Intern Summer 2015
Benziger Family Winery Sonoma, CA

- Assisted in all marketing initiatives including creating event and tasting room collateral, label design, market research and social media planning/execution.