

Kari Cremer

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[Portfolio link Here](#)

Professional Summary

Digital Communications Manager with a bachelor's degree in graphic design and media and a strong foundation in typography, color theory, and layout composition. A practical graphic artist who creates original designs, manages complex web administration, and runs daily department operations. Experienced in using generative AI tools for layout inspiration, taglines, and initial concepts, with the technical design expertise required to modify, edit, and fix AI-generated graphics to meet specific project needs. Background includes maintaining large WordPress sites with Elementor Pro, building tracking systems in Smartsheet, and using enterprise platforms like Salesforce, Marketing Cloud, and Pardot to run communication campaigns. Experienced in handling university contract routing, event logistics, and cross-platform media management.

Core Competencies

- **Graphic & Digital Design:** Brand identity, layout and publication design, data graphics, slide banner design, marketing materials, and digital image (Adobe Creative Cloud, Canva).
- **Image Manipulation & Editing:** Modifying, correcting, and altering AI-generated assets; advanced photo editing and vector cleanup.
- **Digital Communications & Marketing:** High-volume email messaging, subscriber segmentation, and marketing automation campaigns (Salesforce, Marketing Cloud, Pardot); social media management and informational copy.
- **Web Administration:** Website updates, custom HTML/CSS, security backups, e-commerce setup, and web analytics (WordPress, Elementor Pro, HubSpot, Shopify).
- **Digital Media & Training Resources:** Creating step-by-step troubleshooting guides for faculty using Guide; producing short promotional clips and social media video ads using Canva.
- **Operations & Administration:** Calendar management (Outlook, White Whale), meeting coordination, contract creation and tracking (SOWs/SOAs), university vendor onboarding, software licensing, and purchasing.
- **Project Systems & Event Management:** Building Smartsheet and Excel tracking systems; setting up room logistics and catering (AdAstra); and managing large-scale webinars and multi-session virtual conferences within the Zoom Events platform.

Professional Experience

Saint Leo University | Saint Leo, FL

Digital Communications Project Manager (January 2024 – Present)

Manage website updates, social media channels, original design projects, high-volume communications, and daily business operations for the Center for Teaching and Learning Excellence (CTLE).

- **Digital Banners & Event Ads:** Designed and produced a high volume of sliding web banners for the main CTLE homepage and partner department pages to publicize upcoming events and share critical information with faculty.
- **WordPress Web Development:** Moved and updated a 300+ page departmental website from HubSpot to WordPress using Elementor Pro. Audited and structured all pages to ensure brand compliance, clear functionality, and clean design.
- **UX/UI & Information Architecture:** Redesigned the site's core navigation and main landing pages to improve user navigation. Streamlined data-heavy layouts, including consolidating a single disorganized page of 56 scattered links into structured, intuitive categories.
- **Graphic & Publication Design:** Concept, layout, and produce digital and print marketing materials, including flyers, multi-page brochures, newsletters, and presentation graphics. Own the complete visual design, data layout, and chart creation for the 20+ page CTLE Annual Report.
- **Resource Optimization:** Developed a centralized AI resources hub and partnered with the Director of Online Faculty Services to design an organized, searchable portal for adjunct faculty.
- **Digital Media & Technical Training:** Produce multi-session virtual conferences via the Zoom Events platform, manage departmental social media channels, and use Canva, ElevenLabs, and Guidde to design step-by-step visual troubleshooting guides for faculty.
- **Workflow Automation & Tools:** Used AI tools to speed up design layout brainstorming, visual asset manipulation, and copy generation. Rebuild the high-volume "Thank a Professor" campaign workflow using Smartsheet to automate data routing.
- **Operations & Contract Administration:** Manage vendor onboarding, software licensing, and SLU-protocol approval routing for custom contracts. Handle legal department submissions and coordinate approvals before routing contracts to procurement. Coordinate executive logistics and calendar platforms.

Saint Leo University | Saint Leo, FL

Graphic Artist & Administrative Assistant (March 2015 – January 2024)

Created design assets, managed the CTLE Website, and handled daily business and office operations for the department.

- **Digital Banners & Graphics:** Created and managed sliding banners for the homepage and promotional digital assets to market departmental workshops and faculty resources.

- **Branding & Print Design:** Developed and maintained departmental branding to keep print materials, training handouts, flyers, brochures, and PowerPoint slides visually consistent.
- **Website Maintenance:** Maintained and updated the CTLE department website, ensuring content accuracy, accessibility, and alignment with institutional standards.
- **Administrative & Budget Support:** Managed executive schedules, prepared agendas, and recorded meeting minutes. Tracked and managed two departmental operational budgets totaling nearly \$200,000, ensuring accurate forecasting and spending compliance.
- **Procurement & Logistics:** Handled departmental purchasing, tracked supply inventories, and processed documentation for guest speakers, catering, and external vendor payments.
- **Data Organization:** Set up Smartsheet systems for department data tracking and organized internal digital files within the shared MS Teams environment.
- **Approval & Vendor Coordination:** Assisted with early-stage contract tracking and vendor documentation collections, building the foundation for the department's standard approval routing processes.

Oral & Maxillofacial Surgery Practices | Various Locations

Surgical Assistant & Patient Coordinator (1993 – 2015)

Provided clinical assistance and front-office coordination in dental and oral surgery environments.

- **Clinical Support and Hospital Cases :** Assisted doctors with complex surgical cases in both the office and hospital operating rooms, providing skilled chairside support during oral and maxillofacial procedures.
- **Patient Care and Instructions:** Managed all aspects of care, including monitoring vitals, ensuring safety, and administering detailed pre-operative and post-operative instructions to patients.
- **Clinical Case Preparation:** Prepared surgical suites, sterilized specialized instrumentation, and maintained strict compliance with OSHA, HIPAA, and infection control protocols.
- **Digital Surgical Planning and Imaging:** Utilized specialized 3D imaging software like Dolphin Imaging and SimPlant for digital surgical planning alongside surgeons, and captured precise digital radiographs required for treatment.
- **Office Operations and Administration:** Maintained accurate electronic health records, documented treatment plans, scheduled complex appointments, verified insurance benefits, and ordered surgical equipment directly from vendors.
- **Technical Training and Presentations:** Trained new staff members and incoming doctors on digital tools, office technology, and practice management software, and created clear PowerPoint presentations for doctors to use at major medical conferences both across the United States and abroad.

Education

- **B.A. in Graphic Design & Media** – Southern New Hampshire University
- **A.A. in Arts** – Saint Leo University

Technical Appendix

- **Web & E-commerce:** WordPress, Elementor Pro, HubSpot, Shopify.
- **Digital Communications:** Salesforce, Marketing Cloud, Pardot, Social Media.
- **Design & Photo Editing:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Firefly), Canva, Napkin AI.
- **AI Tools & Video:** ChatGPT, Google Gemini, Claude, Guidde, ElevenLabs, Microsoft Copilot.
- **Operations & Project Tracking:** Smartsheet, Qualtrics, MS Office 365 (Outlook, Excel, PowerPoint), White Whale, AdAstra, Zoom Events, and standard Zoom platform.
- **Historical Certifications:** Certified Dental Assistant, Certified Dental X-ray Technician, Certified Oral & Maxillofacial Surgery Assistant / Office Anesthesia, ACLS Certified.