



# Kathleen Mensing

240.328.7910

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kathleenmensingdesign.com

## Education

### **BACHELOR OF DESIGN IN GRAPHIC DESIGN**

### **SMEAL COLLEGE OF BUSINESS FUNDAMENTALS CERTIFICATE**

The Pennsylvania State University | 2015 - 2019

3.77 GPA | Dean's List

## Experience

### **ASSOCIATE DIRECTOR OF DESIGN | APRIL 2026 - PRESENT**

Monks | Denver, CO

Leads design direction, execution, and quality assurance for performance-based campaigns. Partners cross-functionally with clients and internal teams while spearheading hiring, managing direct reports, and leading .

### **SENIOR DESIGNER | SEPTEMBER 2023 - APRIL 2026**

Monks | Denver, CO

Design high-performing ads for Facebook, Google, and TikTok using audience insights and AI to scale volume and results, working cross-functionally with strategists and animators while leading client-facing communications.

### **MARKETING DESIGNER | JANUARY 2021 - SEPTEMBER 2023**

Twigeo | Brooklyn, NY

Developed creative-led social marketing campaigns optimized for direct response engagement from brainstorm to final export, aligning design strategy with platform best practices.

### **CREATIVE STRATEGIST & DESIGNER | MAY 2018 - JANUARY 2021**

inHouse Productions Inc. | New York, NY

Served as production manager, on-set photographer, and post production editor of influencer marketing on-site shoots. Developed creative concepts, scripts, and strategy per social-first campaign for both paid and organic client channels.

### **CREATIVE & GRAPHICS MANAGER | AUGUST 2018 - MARCH 2019**

Penn State Sports Business Conference | State College, PA

Directed brand refresh and guidelines rollout, overseeing creation of cohesive print, digital, and experiential assets across all attendee touchpoints.

## Skills & Achievements

**SOFTWARE** | Adobe Photoshop, Illustrator, After Effects, Premiere, Figma, Asana, Monday.com, Google Gemini, Midjourney, Adobe Firefly, ChatGPT

**SKILLS** | Performance Marketing, Creative Strategy, Direct Response Optimization, User Generated Content (UGC), Post Production Editing, Social-First Paid Media, Branding

**AWARDS** | The Drum Awards, Gold in AI: Headspace x Monks

## Summary

Experienced Design Leader and Creative Strategist with expertise in performance marketing, generative AI, influencer campaigns, and user-generated content (UGC) with a proven ability to design and optimize assets that drive conversions based on key audience insights.

## References

**BRIANNA OLSON** | Associate Director of Design, Monks  
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**CATE WRIGHT** | Director of Creative Strategy, Monks  
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