



# 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

## Summary

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

## Experience

### SENIOR DESIGNER | SEPTEMBER 2023 – PRESENT

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

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

### FREELANCE DESIGNER | OCTOBER 2016 – PRESENT

KM Design | Denver, CO

Managed end-to-end freelance projects—from client onboarding and financing to creative development and final delivery across branding, web design, and digital assets.

## Skills & Achievements

**SOFTWARE** | Adobe Photoshop, Illustrator, After Effects, Premiere, Figma, Asana, Monday.com, Capcut, Tiktok Creative Center, Google Workspace

**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

## References

**BRIANNA OLSON** | Associate Director of Design, Monks  
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**CATE WRIGHT** | Director of Creative Strategy, Monks  
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**JOE KAUFMAN** | CEO, Elite Media Group  
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