

RANDALL KOOISTRA

MARKETING & DESIGN

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Chattanooga, TN



EDUCATION

KENNESAW STATE UNIVERSITY
BACHELOR OF FINE ARTS
IN DIGITAL ANIMATION
2017-2021

Studied various forms of media such as animation, motion graphics, video production, web design, and more to create visual and interactive content.

EXPERTISE

- Graphic Design
- Marketing
- UI/UX
- Animation
- Content Creation
- Motion Graphics
- Adobe Creative Suite
- Social Media
- Digital Advertising
- Photography
- Project Management
- SEO

Randall Kooistra



ABOUT ME

I create digital content for a variety of clients and platforms, using my skills in marketing, graphic design, web design, animation, and video editing. I work closely with designers, developers, and project managers to bring projects to life on time and efficiently, producing effective and engaging content. Outside of work, I'm inspired by my love for family, faith, and the outdoors.

WORK EXPERIENCE

- February 2023 - Present

CREATIVE MARKETING SPECIALIST

Thinkit Design

As a Creative Marketing Specialist at Thinkit Design, I design and curate high-quality digital content, including graphics, photos, and videos, to elevate marketing campaigns and strengthen brand presence. I develop copy and visuals for online advertising while also strategizing and executing content for websites, social media, and other campaigns. I also manage websites while creating and maintaining SEO optimized sites to enhance user experience and search visibility.

- November 2021 - January 2023

GRAPHIC ARTIST

Kanoesa Collective

As a Graphic Artist at Kanoesa Collective, I digitized art files for embroidery and screen printing, utilizing an understanding of design principles to produce visually appealing results. I developed strong relationships with clients, ensuring their creative vision was translated into high-quality designs. My role required proficiency in a variety of multimedia software, including Adobe Creative Suite, embroidery software, and video editing applications.

INTERNSHIPS

- *Marietta Cobb Museum of Art*

Assist in documenting and cataloging new acquisitions, ensuring accurate records of items in the museum's collection.

- *Swisslog Automation*

Conduct research to gather information about industry trends, competitors, customer preferences, and market opportunities.