



# KALI BRAYFIELD

Front End Developer, Content Creator & Social Media Manager

## RELEVANT EXPERIENCE

### Web Designer

Right Idea Media and Creative  
Jun 2020 - Oct 2023

- Design and build responsive websites
- Build landing pages for promotions and tracking conversions

### Social Media Manager & Content Creator

Great Plains Volleyball Region  
Nov 2022 - present

- Design social media content to promote the region
- Film and create video content for social channels

### Senior Web Designer

Localmize  
Jun 2016 - Jun 2020

- Design and build responsive websites
- Produce logos and advertising material
- Database management and site security

### Product Designer

Oriental Trading Co  
2010 - 2016

- Concept and design new products and packaging
- Create personalized product and launch personalized storefront

### Volleyball Coach

2006 - present

- Assistant coach at Burke High School
- Coach youth volleyball teams of various ages
- Create content for and manage social media channels
- Plan and run camps and clinics

## CONTACT

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## EDUCATION BACKGROUND

BA Graphic Design  
Dana College, Blair, NE

## TOP 5 CLIFFTON STRENGTHS

### Futuristic

Inspired by the future and what could be. They energize others with their visions of the future.

### Relator

Enjoys close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

### Strategic

Create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

### Competition

Measure their progress against the performance of others. They strive to win first place and revel in contests.

### Achiever

Hard worker and possess a great deal of stamina. They take immense satisfaction in being busy and productive.