

## Keeley Pavlik

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## SUMMARY

A self-motivated marketing specialist with more than 6 years of experience, a strong grounding in branding, and an extensive background in graphic design that fuels a passion for creating content.

- ❖ Skilled in Adobe InDesign, Illustrator, Photoshop and Canva
- ❖ Experienced in conducting video and photo shoots for marketing campaigns and projects
- ❖ Created and managed internal and external email campaigns with tools such as HubSpot
- ❖ Managed tradeshow and marketing budgets, vendor coordination, and event promotions

## SKILLS

- ❖ Design: Adobe Illustrator, InDesign, Photoshop, Figma and Canva
- ❖ CRM/Marketing Tools: Salesforce, SAP, HubSpot, Marketo, Constant Contact
- ❖ Productivity: Microsoft Office Suite, Asana
- ❖ Social Media Platforms: Facebook, Twitter, Instagram, LinkedIn

## CERTIFICATIONS

- ❖ Completed **Figma Bootcamp** October 2025 with American Graphics Institute (AGI)
  - Classes included: Figma Introduction and Figma Advanced
- ❖ **Graphics Design Certification** August 2025 with AGI
  - Classes included: InDesign Intermediate, Illustrator Advanced and Photoshop Intermediate
- ❖ Completed **Illustrator Bootcamp** October 2024 with AGI

## EXPERIENCE

## **OVIK Health (previously Milliken Healthcare) - Portsmouth, NH Specialist, Brand and Communication**

October 2021- April 2025

- ❖ Engaged in marketing initiatives throughout comprehensive company rebrand in 2023-2024
  - Leader of trade show workstream during rebrand project
- ❖ Designed a variety of physical and digital assets, including posters, multi-page brochures, and sales collateral
- ❖ Coordinated and executed video and photo shoots for internal communications and external marketing
- ❖ Drove brand awareness through trade show program and external communications
- ❖ Coordinated and executed HubSpot communications and measured analysts to further drive engagement

## **ConvenientMD Urgent Care - Portsmouth, NH**

### **Community Integration Coordinator**

September 2020- October 2021

- ❖ Facilitated community outreach relationships in areas with ConvenientMD clinics
- ❖ Developed new sponsorships and updated existing sponsorships for brand exposure in communities
- ❖ Created and executed email communications through Constant Contact

NetBrain Technologies – Burlington, MA

## Field Marketing and Events Intern

September 2019- January 2020

- ❖ Completed email campaigns for Cisco events in Marketo and Salesforce
- ❖ Preformed marketing analytics in Salesforce to determine past show lead generation and ROI
- ❖ Assisted in weekly social media posts over several platforms

## EDUCATION

## Endicott College - Beverly, MA

## **Bachelor of Science in Marketing | Minor: Spanish**

May 2020

- ❖ Marketing Club – VP of Events and Fundraising
- ❖ Peer Tutor College Reading and Learning Association (CRLA) Level III certified – Spanish and general business courses
- ❖ Ambassador to the Gerrish School of Business