

Kristie McGlaughlin

VISUAL COMMUNICATIONS DESIGNER

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📍 7857 Burrwood Street
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≡ ABOUT ME

Visual communications designer with extensive experience developing integrated campaigns across digital, print, web, email, and social platforms. Hands-on creative expertise combined with strategic thinking, information design, and end-to-end project management. A proven track record of modernizing communication systems, strengthening brand consistency, and translating complex information into clear, engaging experiences for diverse audiences.

≡ DESIGN TOOLS

Adobe InDesign



Adobe Photoshop



Adobe Illustrator



Adobe Premiere



Adobe After Effects



Adobe Acrobat



Figma



Adobe Express



Canva



≡ WORK EXPERIENCE

COMMUNICATIONS DIRECTOR

Worthington Christian Church; Columbus, OH

2003-2026

Managed the full lifecycle of communications projects from concept through production for 10 ministries and associated groups simultaneously, coordinating timelines, stakeholders, vendors, creative assets, approvals, and final delivery.

- » Led the transition from print and in-person communications to digital engagement during the COVID-19 shutdown; launched an online campus in 72 hours, sustained 1,100+ weekly viewers via livestream, and expanded print-first communications into multi-channel digital campaigns.
- » Developed and produced two weekly email marketing communications, achieving a 63% average open rate compared with a 27% industry benchmark for churches.
- » Increased Facebook reach by 21.3% and Instagram reach by 100.8% through strategic social media content, campaign planning, and audience engagement.
- » Designed, maintained, and optimized two WordPress websites, ensuring accessible content, intuitive navigation, responsive layouts, and consistent visual identity.
- » Led migration to Subsplash web and app platforms, streamlining the organization's online presence while supporting development of the WCCChurch app.
- » Directed visual communications strategy for a multi-ministry organization, producing integrated brand campaigns across print, web, email marketing, social media, and video channels.
- » Managed commercial print production from concept through delivery, partnering with vendors to maintain quality standards, control budgets, and meet production deadlines.
- » Created visual identities, campaign concepts, and branded assets for sermon series and ministry initiatives across print, web, video, email, and social platforms.

FREELANCE VISUAL DESIGNER

Columbus, OH

2001-today

Designed brand assets and marketing materials for freelance clients across industries, including logos, brand collateral, social media campaigns, print materials, newsletters, menus, presentation decks, and digital graphics.

GRAPHIC DESIGNER

Nationwide; Columbus, OH

2001-2003

Designed and managed print collateral, brochures, and marketing materials for agents and clients, ensuring brand consistency, layout quality, and compliance across all deliverables.

- » Collaborated with stakeholders to define project components, design requirements, and agent-facing communication materials.
- » Designed and executed the weekly Financial Spotlight email newsletter, distributed to Financial Services stakeholders through CRM tools to support internal communications and engagement.
- » Partnered with compliance teams to review and approve marketing materials, maintaining brand identity, regulatory standards, and quality control across agent-facing collateral.
- » Executed monthly campaign updates for rate-sensitive materials, delivering revised agent collateral within a 1-hour turnaround during market fluctuations.

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≡ EDUCATION

JOURNALISM & MARKETING
Kent State University

≡ INTERESTS

Reading
Fiction writing & editing
Animal rescue
Web design
Cooking & baking

≡ COMPETENCIES

WordPress



ConstantContact



Hootsuite



Microsoft Office 365 & Teams



Midjourney



Firefly



ChatGPT



Adobe Creative Suite



≡ WORK EXPERIENCE CONT.

GRAPHIC DESIGNER

Columbia Gas; Columbus, OH

2000

Designed print and web assets for national internal stakeholders across Industrial Sales/ Marketing, Training & Evaluation, and Corporate Communications.

- » Produced presentations, bill inserts, catalog covers, educational collateral, programs, posters, and folders for energy sector campaigns.
- » Designed Intranet pages for the monthly 'Gaslines of Ohio' newsletter and archive, improving internal communications reach.

GRAPHIC DESIGNER

GTR Advertising; Cleveland, OH

1998-2000

Designed print ads, signage, mailers, banner ads, and client web pages in collaboration with Account Executives.

- » Refreshed design portfolios regularly to retain client loyalty and secure repeat business.
- » Redesigned ad templates and typography to streamline future revisions, reducing turnaround time by 50%.
- » Converted weekly print ads into HTML for web publication, expanding reach to online job seekers.

COMPUTER SERVICES MANAGER

Kinko's; Rocky River, OH

1996-1998

Designed ads, mailers, logos, newsletters, business stationery, programs, and brochures; handled photo manipulation and prepress production for client projects ahead of deadlines.

≡ COMMUNITY INVOLVEMENT

COMMUNICATIONS MANAGER

Wellspring

2013-today

Support international Christian missionaries through strategic problem-solving that prioritizes their security while providing regular communications to their supporters via print and email newsletters on a regular basis.

PROMOTIONS COORDINATOR

Habitat for Humanity of Ohio

2010-2026

Assisted in the recruitment of volunteers and event promotion for the annual 'Habitat Wall Build' for Worthington Christian Church and the surrounding community. Photographed the event for future promotional needs.

PROMOTIONS COORDINATOR

Lifeline of Ohio

2015-2026

Assisted in the recruitment of volunteers and event promotion for the annual 'Hunger Bowl' to pack shelf-stable meals for poverty-stricken children domestically and internationally. Recruitment included WCC members and the surrounding community. Photographed and videoed the event for future promotional needs.