Kristie McGlaughlin

VISUAL COMMUNICATIONS DESIGNER

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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
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Adobe Photoshop
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Adobe Illustrator
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Adobe Premiere
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Adobe After Effects
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Adobe Acrobat
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Figma
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Adobe Express
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Canva
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WORK EXPERIENCE

COMMUNICATIONS DIRECTOR

2003-2026

Worthington Christian Church; Columbus, OH

Led visual communications and personally designed integrated campaigns across print, web, email, social media, and video for a multi-ministry nonprofit organization. Created branding, publications, promotional materials, signage, digital graphics, and marketing collateral while managing creative projects from concept through final production.

- Led the transition from print-first communications to integrated digital platforms, launching an online campus within 72 hours during the COVID-19 shutdown and supporting 1,100+ weekly livestream viewers.
- Developed and produced two weekly email marketing communications, achieving a 63% average open rate compared with a 27% industry benchmark for churches.
- Increased Facebook interactions by 2.2k (2024) and views by 243.7% (2025). Increased Instagram reach by 3.3k in 2024 and an additional 129.3% in 2025.
- Developed visual identities and integrated campaign assets for organizational initiatives, translating communication objectives into cohesive print/digital designs.
- Designed and maintained 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 WCChurch app.
- Directed visual communications strategy for a multi-ministry and group organization, producing integrated brand campaigns across print, web, email marketing, social media, and video channels.
- Managed commercial print production from concept through prepress and delivery, partnering with vendors to maintain quality standards, control budgets, and meet production deadlines.
- Developed communications and creative assets for sermon series, ministry initiatives, and capital campaigns across print, web, video, and digital platforms.
- Developed brand and identity for two capital campaigns and all related print and digital materials. Led promotional efforts and communications via print, web, email, and social media in support of those campaigns.
- Used AI to accelerate creative workflows, including research, ideation, concept development, and image/copy exploration, while protecting brand standards, voice, and accuracy.

ART & DESIGN SPECIALIST

2001-2003

Nationwide Financial Marketing, Agency; Columbus, OH

Designed and managed print collateral, brochures, and marketing materials 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
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Hootsuite
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Microsoft Office 365 & Teams
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Midjourney
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Firefly
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ChatGPT
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Adobe Creative Suite
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WORK EXPERIENCE CONT.

GRAPHIC DESIGNER
2000
Columbia Gas; Columbus, OH

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

- Produced presentations, bill inserts, catalogue 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
1998-2000
GTR Advertising; Cleveland, OH

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
1996-1998
Kinko's; Rocky River, OH

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
2013-today
Wellspring

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
2010-2026
Habitat for Humanity of Ohio

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
2015-2026
Lifeline of Ohio

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.