



I'm Kylie D'Ambra.

With over 3 years in visual design and marketing, my mission is infusing brands with personality and flair. Whether it's startups or unique projects, I thrive on crafting distinctive graphic languages to perfectly convey a brand's essence.

What fuels me? The thrill of inspiration, the challenge of pushing boundaries, and the joy of collaborating on exciting projects. I'm here to transform ideas into unforgettable stories. Explore my portfolio and let's connect to explore new possibilities.



Portfolio

Experience

Digital Marketing Strategist

Archetype | June 2022 - Present

As Archetype's Digital Marketing Coordinator, I breathe life into brands. From captivating storytelling to distinctive visuals, I'm passionate about crafting immersive digital experiences. My role spans graphic design, social media, and diverse digital marketing tasks. I play a significant role in key projects, contributing to Archetype's brand identity and success across our portfolio of engagements."

Freelance Designer + Brand Strategist

Self-Employed | June 2022 - Present

I've had the privilege of working closely with my personal network, including friends and family, to bring their brand visions to life. This role allowed me to showcase my creative talents in a more intimate setting, emphasizing the personal connections I have within my network.

Inside Sales Representative

HBSE | June 2022 - Present

In my role as an Inside Sales Rep at HBSE, I successfully drove revenue growth through innovative techniques and built strong client relationships. However, during this experience, I discovered my true passion lies in creative pursuits

Lead Event Coordinator

Self-Employed | June 2022 - Present

At Saint Joseph's University, Project Bloom became my personal mission — a student-driven endeavor for accessibility and inclusion. As an Event Coordinator, I honed my coordination, relationship-building, and marketing skills while contributing to our community's growth and creative pursuits.

Social Media Consultant

Vision For Equality | June 2022 - Present

As a Social Media Consultant at Vision For Equality, I found fulfillment in crafting purpose-driven campaigns, conducting research, and shaping SEO strategies. It was more than work; it was a connection to a meaningful cause.

Education

Saint Joseph's University

B.S. in Communication and Media Studies, Business Administration | 2016 - 2020

2x Dean's List | Fall 2017 - Spring 2018

6x Honor Roll | Fall 2016 - Spring 2020

NCAA DI Women's Soccer

2016 - 2019

Offensive Player of the Year (2019)

Certifications

Graphic Design Theory

Udemy

Issued: July 2023

Brand Management

University of London

Issued: March 2021

Design Thinking for Innovation

University of Virginia

Issued: March 2021

Skills

Google Analytics ● ● ● ● ●

Email Marketing ● ● ● ● ●

Adobe Creative Suite ● ● ● ● ●

SEO ● ● ● ● ●

Social Media ● ● ● ● ●

Marketing Automation ● ● ● ● ●

Awards

"Tuesday Night Lights" - Communications Department Work of the Year
Saint Joseph's University | May 2019