

# FAITH KELLERMEYER

## CREATIVE PORTFOLIO

PRINT DESIGN

WEB PROJECTS

DIGITAL DESIGN

VIDEO

PHOTOGRAPHY



## OUTDOOR ADVERTISING

I designed a series of outdoor advertisements for billboards, bike shares, and public transit stations to drive brand awareness for Chestnut Hill College. I collaborated closely with our Director of Marketing to edit campaign copy and produce artwork aimed to promote attendance at our Fall Open House.

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## ADMISSIONS VIEWBOOK

I redesigned the Admissions viewbook under the direction of a newly hired VP for Enrollment Management. I hired photographers, collaborated with my marketing team to write new copy, and worked closely with our print vendor to deliver an exciting, refreshed collateral piece for our admissions team. I then adapted the creative from the viewbook to provide a slide deck for our admissions counselors to use when presenting at high schools and to on-campus visitors. [View PDF here.](#)

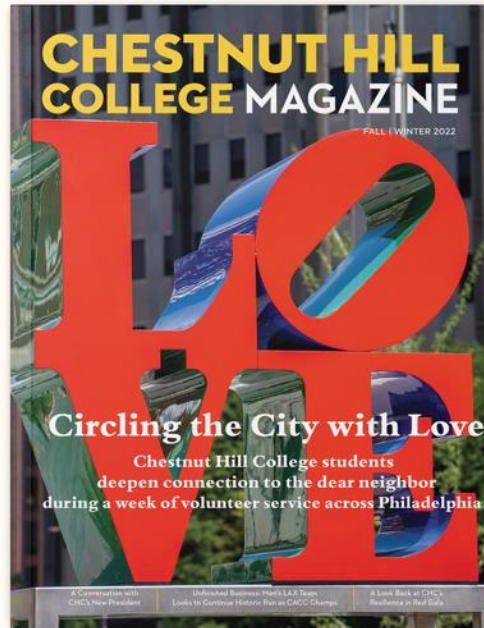
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## ALUMNI MAGAZINE

I provided art direction and editorial oversight for Chestnut Hill College's Alumni Magazine, hiring an external designer to give the magazine a new look and feel. I managed editorial content and oversaw all contracts with contributing photographers, writers, proofreaders, and printer.

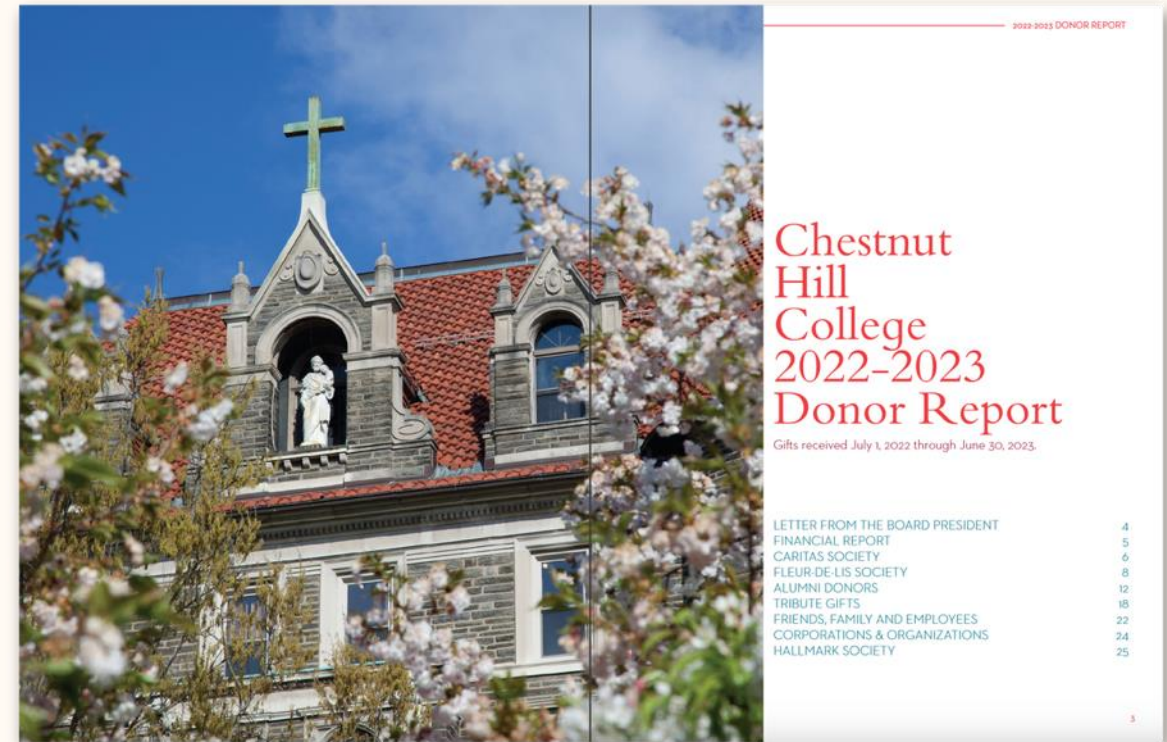
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## DONOR REPORT

I designed a streamlined donor report, working closely with a trusted printer to deliver an elegant publication for Chestnut Hill College's fundraising team.



## SPECIAL PROJECTS

I designed special projects in honor of milestone events for Chestnut Hill College, including a commemorative ale brewed for the inauguration of CHC's seventh president and street-pole banners printed in celebration of the College's 100th anniversary.

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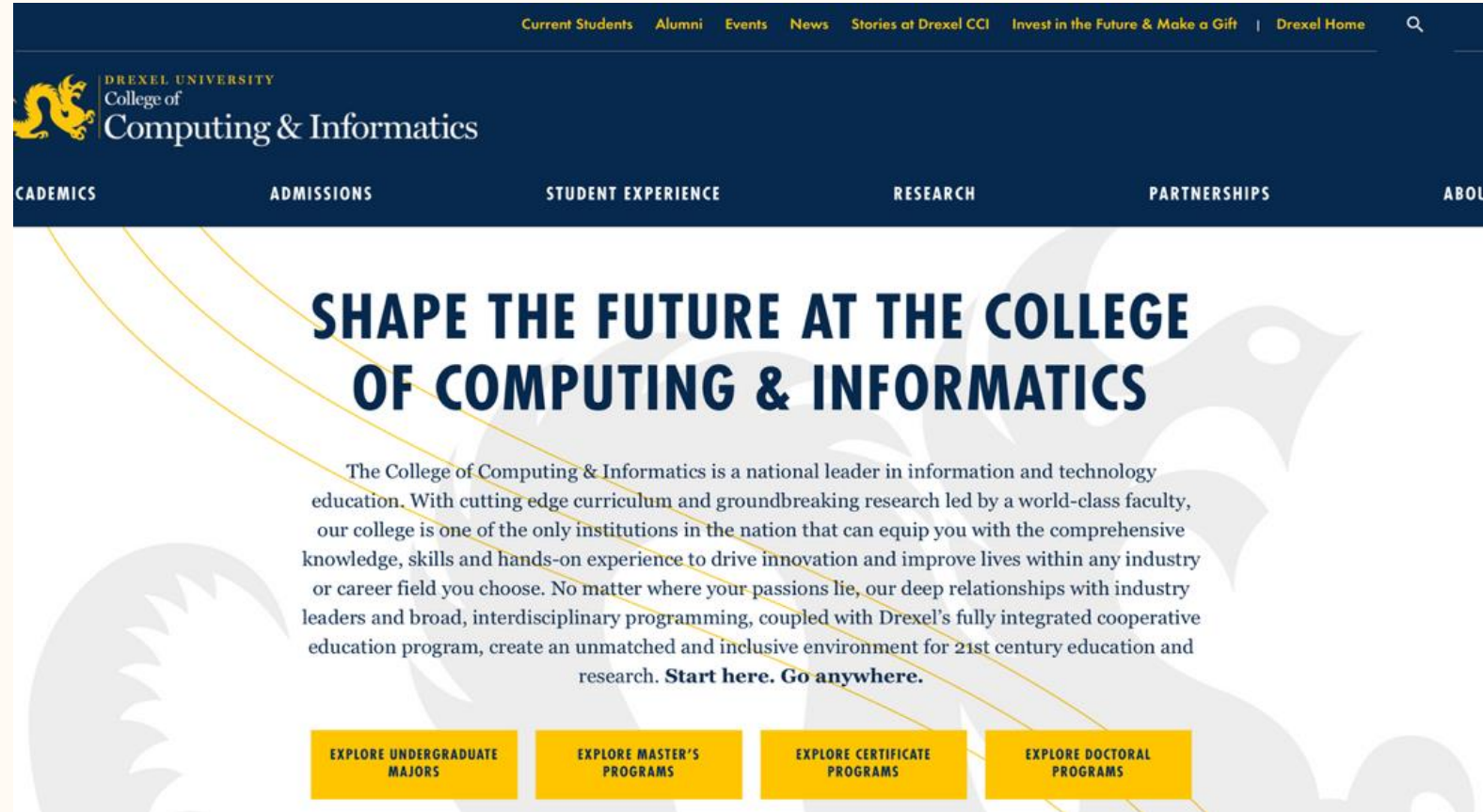
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## BEFORE



## AFTER



## WEB REDESIGN: DREXEL COLLEGE OF COMPUTING & INFORMATICS

In 2017, I collaborated with agencies and in-house developers to plan, design, and execute a revamped website for Drexel CCI, built using Sitecore CMS.

I managed migration of all media to the new site and provided new photography for all landing pages. After launch, my team managed day-to-day web updates using HTML and CSS. The redesigned site can be viewed at [www.drexel.edu/cci](http://www.drexel.edu/cci).

PRINT DESIGN

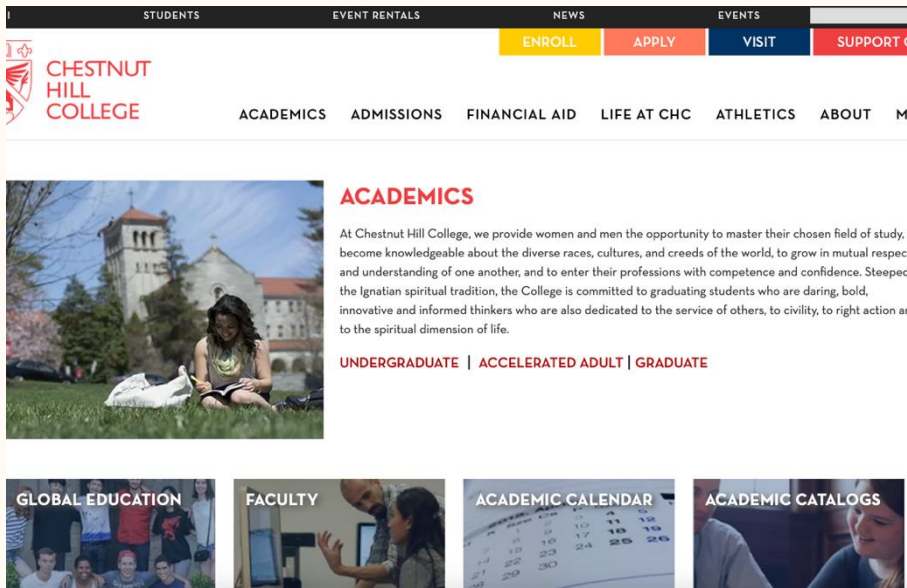
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DIGITAL DESIGN

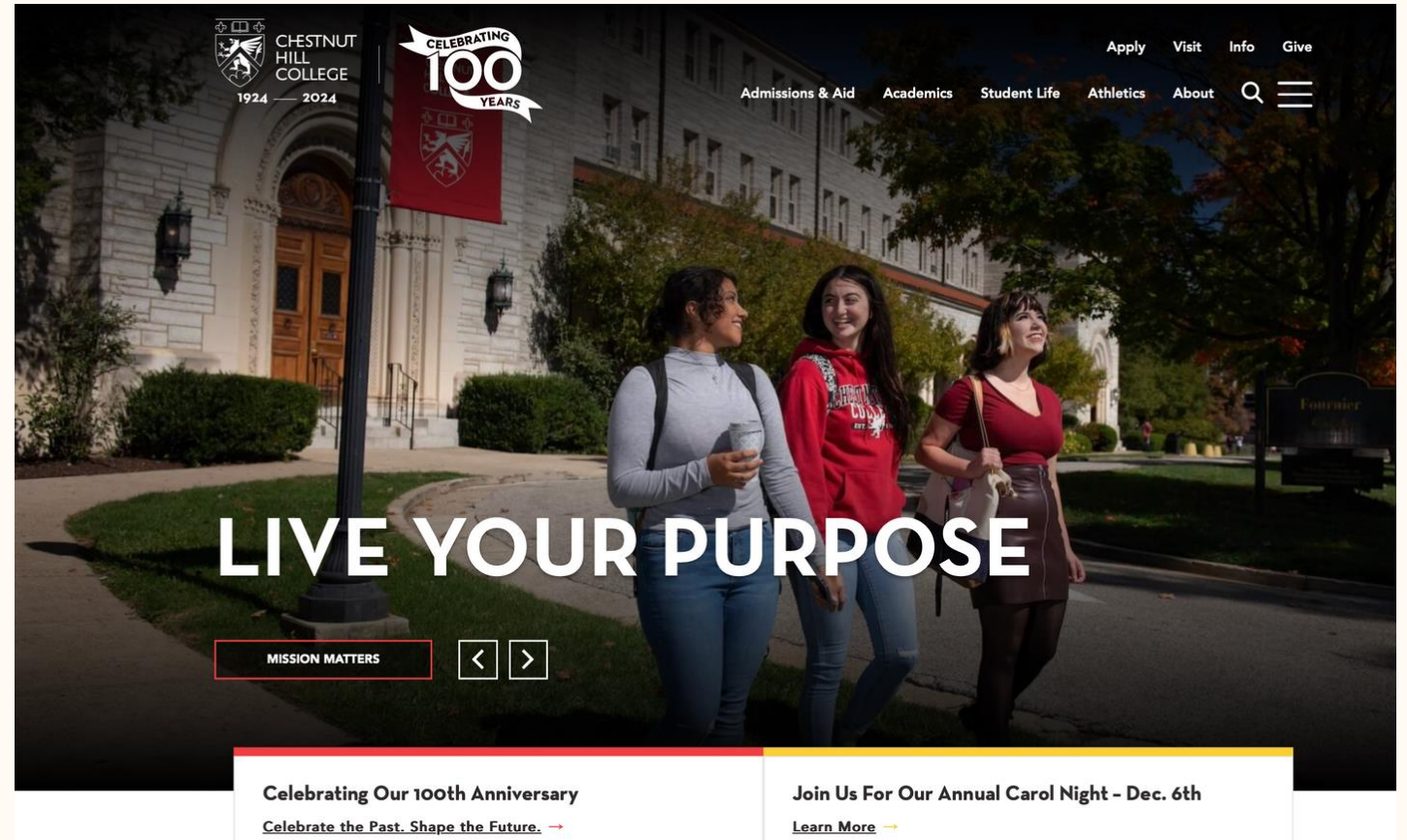
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## BEFORE



## AFTER



## WEB REDESIGN: CHESTNUT HILL COLLEGE

I collaborated with a web design agency to revamp our Drupal website, updating all content and migrating our site to a custom, accessible WordPress theme. Working closely with campus stakeholders, we improved the functionality of our academic program listing and refined our site navigation to better serve both internal and external audiences. The redesigned site can be viewed at [www.chc.edu](http://www.chc.edu).

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INFORM  
*a better*  
WORLD

LEARN MORE  
ABOUT DREXEL'S  
HCI/UX GRADUATE  
PROGRAM

DREXEL UNIVERSITY  
College of  
Computing &  
Informatics

INFORM  
*a better*  
WORLD

DREXEL UNIVERSITY  
College of  
Computing &  
Informatics

EXPLORE HCI & UX WITH DREXEL UNIVERSITY'S  
NEW MASTER OF SCIENCE IN INFORMATION



Campaign: Inform a Better World  
Timeline: March - June 2020

Explore  
Drexel's  
Graduate  
Certificate in  
Community-  
Based  
Librarianship

LEARN MORE

Drexel  
UNIVERSITY

Explore  
Drexel's MS in  
AI and Machine  
Learning

Drexel  
UNIVERSITY

Campaign: Explore Drexel's  
New MS Programs  
Timeline: April - June 2021

## DIGITAL MARKETING CAMPAIGNS

I designed display ads and social media collateral to introduce Drexel University's new MS programs, collaborating with my team to write taglines and landing page copy. We coordinated with an external vendor for PPC campaigns. The "Inform a Better World" typographic treatment I created was also used in print advertisements and on giveaway items including tote bags and webcam security covers.

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**Watch:** <https://youtu.be/xwJvqHHQFF4>

I interviewed subjects, filmed, and edited this video for Robot Springboard, a technology camp for middle school students.



**Watch:** <https://youtu.be/YCeunJWfEdw>

I provided interview prompts, motion graphics, and direction for this video recap of Philly Codefest, Drexel University's annual hackathon. Filming and editing was completed by my intern, Chingiz Mardanov.

## VIDEO PRODUCTION

I've created videos independently and overseen small creative teams, providing direction and storyboarding feedback.

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## PHOTOGRAPHY

I have a decade of experience providing in-house event photography, working in a wide variety of lighting situations and thinking on my feet.

I'm skilled at lending attention to both the big scheduled moments and the smaller intimate details that help to capture the full story.



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