

KELSEY VONK

UI/UX Designer, Developer & Digital Marketing Strategist

AREAS OF EXPERTISE:

- Digital Marketing
- UI & UX Design
- Design Research & Prototyping
- Web Development
- Project Management
- DTC Lifecycle Marketing Strategy
- Omnichannel Marketing
- Email & SMS Marketing
- Copywriting
- Customer Segmentation
- B2B & B2C eCommerce Migrations
- Internal Tool Design
- Cross-Functional Coordination
- Accessibility Compliance

TOOLS, PROGRAMS & LANGUAGES:

DESIGN – Photoshop, Illustrator, InDesign, Adobe XD, Axure, Figma, Procreate

MARKETING – Shopify, Klaviyo, Syndigo, Instacart, Appspace, Eventbrite, Attentive, Mailchimp

DEVELOPMENT – Drupal, Wordpress, HTML, CSS, jQuery, JSON, PHP, Shopify Liquid, Google Analytics

OFFICE – Microsoft Office, Microsoft AX, Power BI, Monday, Teams, Slack, Google Forms, Survey Monkey

WEBSITES:

stonebrewing.com
find.stonebrewing.com
sapporobeer.com
kelseyvonnk.com

SUMMARY:

VERSATILE MARKETING EXPERT leveraging more than eight years of experience across UI and UX development, DTC marketing, and ecommerce management to drive revenue growth. Dynamic change agent with a proven track record of spearheading system migrations and process improvements that streamline workflows, increase efficiencies, and foster engagement. Energetic professional capable of quickly learning new software, methodologies, and tools in fast-paced environments. Dedicated team player adept at collaborating with cross-functional teams to meet goals.

EXPERIENCE:

SAPPORO-STONE BREWING – SAN DIEGO CA

Interactive Designer (2017-2020)

Digital Marketing & UI/UX Developer (2020 - 2025)

- Spearheaded web development efforts, including designing and deploying online ordering systems to support local delivery, digital store direct shipping, and local grocery and restaurant pick-up as well as the revamp of Stone's Beer Finder to improve user experience (UX) and increase searches per visit.
- Collaborated with the marketing and hospitality teams on executing email marketing strategy via Klaviyo to support national beer releases, online and in-store merchandise drops, and special events promotion; in 2024 drove more than \$500K in Klaviyo-attributed ecommerce conversions, up 110% YOY.
- Coordinated with cross-functional groups to support ecommerce migrations from Sana 7.2 to 9.2 for B2B and B2C ordering; eventually, migrated B2C ecommerce from Sana 9.2 to Shopify and transitioned B2B ecommerce from Sana 9.2 to the cloud-based Sana Commerce.
- Identified and executed strategic web optimizations for both Stone and Sapporo websites, including supporting large marketing campaigns, implementing MikMak ordering, overseeing SEO optimization, and ensuring CCPA, GDPR, and ADA compliance.
- Interfaced with the larger digital team to coordinate omnichannel marketing strategies spanning social, email, and direct to uphold alignment in support of top company priorities.
- Managed product syndication listings on Instacart, Kroger, Walmart, Target, and elsewhere.
- Compiled and reported website and email statistics to executives quarterly, upholding visibility.

SUMMER 2016

MASTERMINDS

Philadelphia PA

Art Director Intern

2015 - 2016

OUTSMART LABS

Miami FL

Design Intern

SUMMER 2015

BUNGALOW INSURANCE

Philadelphia PA

Web Design Intern

EDUCATION:

UNIVERSITY OF MIAMI

Coral Gables FL

BS Creative Advertising | BS Computer Science
with minors in Economics & Interactive Media