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# KARA WILLIAMS GLENN

EDUCATOR & CREATIVE DESIGNER

## CONTACT

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**karawilliamsglenn.com**

## PROFILE

Award-winning creative designer offering a diverse background in multimedia design, marketing, and higher education. Engaging instructor, challenging multinational students to go above and beyond academically both in the classroom, through internships, and in creative competitions. Expert at brainstorming and managing successful campaigns that expand student portfolios, engagement, and client sales. Effective collaborator, partnering with organizations to advance social, community, and other causes.

## EDUCATION

### MASTER OF FINE ARTS | MEDIA DESIGN

Full Sail University - Graduation, 2019

**Valedictorian**

### BACHELOR OF FINE ARTS | GRAPHIC DESIGN

Western Kentucky University - Graduation, 2011

## TEACHING EXPERIENCE

### PROFESSIONAL-IN-RESIDENCE

*Western Kentucky University, Bowling Green, KY  
Art Department, June 2019 - Present*

- **Media Design 243**, an undergraduate course.

Course Covers an Introduction to:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Character Animate
- Wire-framing
- CMS Web Design
- Mind Mapping
- Self Promotion

- **Graphic Design 330**, an undergraduate course.

Course Covers:

- Adobe InDesign
- InDesign Quick Keys
- Layout Design
- Print Prototyping
- Target Audience Development
- Mind Mapping
- Brand Personality
- Self Promotion

## TEACHING EXPERIENCE CONTINUED

- **Electronic Illustration 438**, an undergraduate course.

Course Covers:

- Illustration in Web Design
- Illustration in Print Design
- Branding
- Illustration in Packaging
- Promotional Item Design
- Campaign Development

- **Imagewest Internship ART 399/499** and **AD/PR/COMM 489**, an undergraduate course.

Course Includes Projects in:

- Branding
- Web Design
- Photography
- Campaign Development
- Social Media
- Copywriting
- Print Design
- Project Management
- Marketing
- Digital Design
- Videography
- Public Relations

- **Special Topics (Designing for Client Needs) ART 489**, an undergraduate course.

Course Covers:

- Tourism Design
- Design Research
- Layout Design
- Campaign Development
- Target Audience Development
- Brand identity

### ADJUNCT FACULTY

*Western Kentucky University, Bowling Green, KY  
Art Department, January 2018 - June 2019*

- **Graphic Design 330**, an undergraduate course.

Course Covered:

- Adobe InDesign
- Print Prototyping
- Brand Personality
- InDesign Quick Keys
- Target Audience Development
- Self Promotion
- Layout Design
- Mind Mapping

- **Design Survey 334**, an undergraduate course

Course Covered:

- The History of Graphic Design (1450AD to Contemporary)
- Layout Design
- Print Production
- Copywriting
- Branding

### ADJUNCT FACULTY

*Western Kentucky University, Bowling Green, KY  
Department of Communication, May 2018 & January - June 2019*

- **Imagewest Internship ART 399/499** and **AD/PR/COMM 489**, an undergraduate course.

Course Included Projects in:

- Branding
- Social Media
- Marketing

## TEACHING EXPERIENCE CONTINUED

- Campaign Development
- Print Design
- Digital Design
- Web Design
- Project Management
- Videography
- Photography
- Copywriting
- Public Relations

- **Special Topics (International Internship) AD 498**, an undergraduate course in Dublin, Ireland with 15 students. Course Included Projects in:

- Community Branding
- Event Branding
- Multimedia Campaign Development
- Social Media
- Copywriting
- Target Audience Development
- Illustration
- Web Design
- Print Design
- Promotional Item Design
- Photography

## PROFESSIONAL EXPERIENCE

- **AGENCY CO-DIRECTOR** (FORMALLY DIRECTOR, FORMALLY MANAGER)  
*Western Kentucky University - Imagewest, Bowling Green, KY  
Art Department, March, 2017 - Present*

- Manage 20-30 interns per semester to create rewarding and educational experiences that enrich intern experience resulting in over 10,000+ hours of client-based work.
- Increased active client list from 3 to 17 (466%) in 1st two quarters of 2017. Currently maintain an average active client list of 10-15+.
- Coordinate with account executives, designers, UX developers, public relations managers, social media managers, and copywriters to create more than 100 projects per semester.
- Developed, negotiated, and implemented an interdepartmental collaboration for Imagewest between the WKU Department of Art & Design and the WKU Department of Communication that transitioned Imagewest's model from for-profit-centric to student training, skill development, and portfolio enhancement-centric model.
- Host multi-day student professional development workshops.
- Translate business objectives into marketing projects and project build teams based on student's capabilities and talents.
- Train students to adapt the skills they gained in class to a real-world setting with real-world goals.
- Review student concepts and drafts to ensure business objectives are met. Ensure consistent brand voice and visual identity.
- Seek out project opportunities that build student portfolios and experience. Build and maintain a network of sources from which to identify new leads.
- Communicate with customers and leads to identify and understand their product or service needs; identify and suggest Imagewest services to meet those needs. Review student/client interaction to ensure client satisfaction.
- Manage pitches and write proposals. Negotiate pro-bono projects.

PROFESSIONAL  
EXPERIENCE  
CONTINUED

**MULTI-MEDIA ART DIRECTOR**

*ZebraGraphics, Bowling Green, KY, 2015 - 2017*

- Developed strategies to capture new clients with digital media.
- Brought new proposal techniques to agency, using copyrighting strategies and communication skills in order to attract new clients.
- Developed and designed brand identities.
- Negotiated new projects with clients on behalf of agency.
- Conducted client meetings, created custom proposals and designed presentations for clients.

**MARKETING AND SOCIAL MEDIA MANAGER**

*Star Tech, Bowling Green, KY, 2013 - 2015*

- Planned and designed an interactive merchandise display generating over \$2,000,000 in sales.
- Developed, maintained and managed all company ecommerce for B2C platforms including Amazon as well as LampsPlus.com and B2B platforms including The Marketplace.
- Created and executed merchandising strategy/production that created a new industry standard.
- Analyzed current market trends and developed comprehensive reports on competitors' products and pricing/pricing trends.
- Developed strategic plan using social media to generate sales volume in slower markets.
- Managed a marketing budget of \$70,000 annually.
- Initiated, coordinated and designed campaigns and promotional activities.

**CREATIVE DIRECTOR**

*Lost River Cave, Bowling Green, KY, 2011 - 2013*

- Created and managed all park marketing, communications, and design efforts.
- Developed and executed strategic plan to rebrand the cave attraction as a non-profit cave and nature center. This included developing events such as the Fall Break Bash that targeted the local community, leading to a park visitation increase in the fall of over 10,000.
- Created a new strategy and new design for annual membership resulting in an increase of over 200% in memberships the first year.

PROFESSIONAL  
TRAINING

**SOCIAL MEDIA CERTIFICATION**

*IT University Online, 2015*

**TOURISM MARKETING COLLEGE**

*South Eastern Tourism Society, Georgia, 2012*

AWARDS  
& HONORS  
FOR  
STUDENT  
WORK

## 2021 AWARDS & HONORS

- Secured \$1700 in grant funding to create a multimedia recruitment campaign that specifically targets high school underrepresented minority students and encourages them to apply to WKU Potter College of Arts and Letters.

## 2020 AWARDS & HONORS

- Bowling Green Professional Marketing Association Gold Markie Award, Marketing Campaign
- Bowling Green Professional Marketing Association Gold Markie Award, Branding
- Bowling Green Professional Marketing Association Gold Markie Award, Print Advertising 1 of 2
- Bowling Green Professional Marketing Association Gold Markie Award, Print Advertising 2 of 2
- Bowling Green Professional Marketing Association Gold Markie Award, Publication
- Bowling Green Professional Marketing Association Gold Markie Award, Promotional Item/s
- Bowling Green Professional Marketing Association Silver Markie Award, Anything Goes 1 of 2
- Bowling Green Professional Marketing Association Silver Markie Award, Anything Goes 2 of 2
- Bowling Green Professional Marketing Association Silver Markie Award, Print Advertising
- Logo accepted into the WKU Student Juried Exhibition
- Illustration accepted into the WKU Student Juried Exhibition
- Annual Report accepted into the WKU Student Juried Exhibition

## 2019 AWARDS & HONORS

- How International Design Award Student
- Bowling Green Professional Marketing Association Markie Award Markie Award, Most Innovative - Brand Awareness Campaign
- Bowling Green Professional Marketing Association Gold Markie Award, Fundraising Campaign
- Bowling Green Professional Marketing Association Gold Markie Award, Anything Goes
- Bowling Green Professional Marketing Association Gold Markie Award, Print Advertising
- Bowling Green Professional Marketing Association Silver Markie Award, Brochure
- Bowling Green Professional Marketing Association Silver Markie Award, Pitch
- Bowling Green Professional Marketing Association Silver Markie Award, Branding

AWARDS  
& HONORS  
FOR  
STUDENT  
WORK  
CONTINUED

- Bowling Green Professional Marketing Association Silver Markie Award, Marketing Campaign

### 2018 AWARDS & HONORS

- Bowling Green Professional Marketing Association 2nd Markie Award, Branding
- Bowling Green Professional Marketing Association Best Markie Award, Event Campaign
- Bowling Green Professional Marketing Association Best Markie Award, Email Marketing
- Bowling Green Professional Marketing Association Best Markie Award, Out of Home
- Bowling Green Professional Marketing Association Best Markie Award, Print Ad
- Bowling Green Professional Marketing Association 2nd Markie Award, Digital Ad
- Bowling Green Professional Marketing Association 2nd Markie Award, Social Media Campaign

### 2017 AWARDS & HONORS

- Bowling Green Professional Marketing Association Best Markie Award, Social Media Campaign
- Bowling Green Professional Marketing Association Best Markie Award, Promo Item
- Bowling Green Professional Marketing Association 2nd Markie Award, Event Campaign

AWARDS  
& HONORS

### 2021 AWARDS & HONORS

- Secured \$840 in grant funding to commission a painting by underrepresented minority (URM) alumna, Ebony Marshman (BFA, 2013), to serve and represent URM students within the WKU permanent public art collection.

### 2020 AWARDS & HONORS

- Center for Innovative Teaching & Learning Teaching Honors Fall Nominee
- Center for Innovative Teaching & Learning Teaching Honors Spring Nominee

### 2019 AWARDS & HONORS

- Valedictorian - Full Sail University
- Advanced Achievement - Full Sail University  
This award recognizes outstanding achievement throughout the whole program, acknowledging areas including effort, dedication, energy, skill, and leadership. Full Sail University recognizes the

## AWARDS & HONORS CONTINUED

- Advanced Achievement Award is one of its most prestigious awards.
- Full Sail University Course Director's Award, Organizational Structures
- Full Sail University Course Director's Award, Effective Copy Writing
- Graphic Design USA Magazine's Student to Watch
  - For creative research created in MFA program.

### 2018 AWARDS

- Dow Jones News Fund Workshop Grant  
\$26,000 Dow Jones News Fund Grant Awarded to Fund a Digital Workshop for Historically Black College and University Professors.
- Malahide Chamber of Commerce Certificate of Achievement  
For creative contributions.
- Bowling Green Professional Marketing Association  
Best Markie Award, Brochure

### 2017 AWARDS & HONORS

- Bowling Green Professional Marketing Association  
Best Markie Award, Best Event Campaign
- Bowling Green Professional Marketing Association  
2nd Markie Award, Best Branding

### 2016 AWARDS & HONORS

- Bucks for Bright Ideas Award
- Bowling Green Professional Marketing Association  
Best Markie Award, Event Campaign
- Bowling Green Professional Marketing Association  
Best Markie Award, Anything Goes
- Bowling Green Professional Marketing Association  
Best Markie Award, Social Media Campaign
- Bowling Green Professional Marketing Association  
2nd Markie Award, Web Design
- Bowling Green Professional Marketing Association  
2nd Markie Award, Video 31+

### 2015 AWARDS & HONORS

- Bowling Green Professional Marketing Association  
Marketer of the Year
- Bowling Green Professional Marketing Association  
Best Markie Award, Website
- Bowling Green Professional Marketing Association  
Best Markie Award, Out-of-Home
- Bowling Green Professional Marketing Association  
2nd Markie Award, Social Media Campaign
- Bowling Green Professional Marketing Association  
2nd Markie Award, Anything Goes
- Bowling Green Professional Marketing Association

## AWARDS & HONORS CONTINUED

2nd Markie Award, Sales Promo

### 2014 AWARDS & HONORS

- Bowling Green Professional Marketing Association, Markie Award, Best in Show
- Bowling Green Professional Marketing Association Best Markie Award, Mobile App
- Bowling Green Professional Marketing Association Best Markie Award, Best Direct Mail
- Bowling Green Professional Marketing Association Best Markie Award, Anything Goes
- Bowling Green Professional Marketing Association Best Markie Award, Mobile App
- Bowling Green Professional Marketing Association 2nd Markie Award, Digital Ad
- Bowling Green Professional Marketing Association 2nd Markie Award, Specialty Item
- Bowling Green Professional Marketing Association 2nd Markie Award, Print Ad

### 2013 AWARDS & HONORS

- Bowling Green Professional Marketing Association Best Markie Award, Fundraising Campaign
- Bowling Green Professional Marketing Association 2nd Markie Award, Website

### 2012 AWARDS & HONORS

- Bowling Green Professional Marketing Association Best Markie Award, Best Specialty Item
- Bowling Green Professional Marketing Association 2nd Markie Award, Marketing Campaign
- Bowling Green Professional Marketing Association 2nd Markie Award, 2nd Best Pitch

## SERVICE

### DEPARTMENT OF ART & DESIGN WESTERN KENTUCKY UNIVERSITY

*Committees/Organizations/Larger Ongoing Duties*

#### Departmental Design and Webmastering

Role: Designer and Web Master | Dates: On-going

- Edit, update, and post content on the Art & Design Department website utilizing OU Campus. Updated home page design and BFA program pages to create a better user experience.
- Assisted in defining the parameters of the Care and Keeping Scholarship and created rack cards to inform students and donors.



## SERVICE CONTINUED

### **Minority Artists' Perspective Club/ Academic Journey Program**

Role: Mentor - Coordinator | Dates: Spring 2020 - On-going

- Work with students to develop and execute gallery ideas that promote culture, social awareness, or URM participation.
- Post job-openings, internships, and gallery opportunities to Art & Design URM students.
- Worked with students to develop, promote, and coordinate the Embracing Latinx Exhibition virtual gallery show in the fall of 2020
- Worked with students to develop, promote, and coordinate the Signs of Change gallery show in the fall of 2020. Worked in partnership with Western Kentucky University's Intercultural Student Engagement Center.

### **COMMUNICATION DEPARTMENT WESTERN KENTUCKY UNIVERSITY**

*Committees/Organizations/Larger Duties*

#### **Recruitment Representative**

Role: Department Representative | Dates: Fall 2019 and Spring 2020

- Acted as the only faculty speaker representing the Department of Communication at the Head for the Hill recruiting event in Spring 2019, Fall 2019, and Spring 2020.
- Acted as one of two faculty speakers representing the Department of Communication at the Head for the Hill recruiting event in Fall of 2018.
- Acted as one of three speakers representing the Department of Communication at Potter Collage Preview Day in Spring 2020.
- Acted as one of five speakers representing the Department of Communication at Potter Collage Preview Day in Fall 2019.
- Fielded potential student questions and offered promotional material for students to take home.
- Designed and printed promotional material.

#### **Retention and Recruitment**

Role: Design and Marketing | Dates: Fall 2018 - Spring 2020

- Designed racks cards, department booklets, hand-outs, and themed promo-items.

#### **Strategic Communications Certificate Committee**

Position on Committee: Member | Dates: Fall 2019

- Assisted in developing a new certificate that would offer workplace ready Strategic Communications skills.
- Focused on the critical thinking, analysis, and practical skills essential to developing and implementing communication strategies that advance organization's goals and missions.

#### **Pop Culture Panel - Suppercon**

Role: Design and Marketing | Dates: Fall 2018 - Spring 2020

- Served as a panel speaker to discuss what a student can do with

## SERVICE CONTINUED

a Pop Culture Major from Western Kentucky University with Dr. Joseph M. Hoffswell, Dr. Guy Jordan, Dr. Scott Harris.

### **POTTER COLLEGE OF ARTS AND LETTERS (PCAL) WESTERN KENTUCKY UNIVERSITY**

*Committees/Organizations/Larger Duties*

#### **Diversity, Equity And Inclusion (DEI) Committee**

Role: Member | Dates: January 2020 - Ongoing

- Direct the social media student-team managing the Potter College of Arts and Letters Diversity Instagram.
- Design DEI promotional materials.
- Served on the Strategy 1 Sub-Committee in 2021. Primary author of the Revised Strategy 1 Proposal.
- Developed and acquired funding for diversity, equity, and inclusion training. Served at the point-person coordinating with Western Kentucky University's Intercultural Student Engagement Center (ISEC) to ensure the proposal works in sync current programming.

## PROFESSIONAL SERVICE DISCIPLINE RELATED

### **MUHLENBERG COUNTY HUMANE SOCIETY WEB DESIGN VOLUNTEER**

Role: Web/Designer Volunteer | Dates: 2011 - 2012 and 2017 - On-going

- Developed and currently maintain the Muhlenberg County Humane Society's Website. Create other ad-hock designs for their general needs and events when needed.

### **FBLA DESIGN COMPETITION JUDGE**

Role: Graphic Design Judge | Date: March 15th, 2020

- Served as Judge for the regional FBLA conference hosted by Gordon Ford College of Business.

### **INTERNATIONAL CENTER OF KENTUCKY COVID-19 RESPONSE**

Role: Web Designer | Dates: Spring 2020

- Volunteered to create a page on the International Center of Kentucky's website to share important multilingual information about how to protect yourself from COVID-19.

### **KENTUCKY COMMUNICATION ASSOCIATION COMMUNICATION ACROSS BOARDERS CONFERENCE PANELIST AND JUDGE**

Role: Research and Design | Date: September, 2019

- Served as a panelist on the University-Hosted Student-Run Public Relations and Advertising Agencies: Value and Challenges session.
- Served as student film and commercials competition judge.

PROFESSIONAL  
SERVICE  
DISCIPLINE  
RELATED  
CONTINUED

**DOW JONES NEWS FUND - DIGITAL NEWS WORKSHOP**

Role: Design, Front-End Development and Social Media Coach

Dates: 2011 – 2018 (One to Two Weeks Per Summer)

- Presented workshops on design, front-end Development, and social media to professors from Historically Black Colleges and Universities.
- Presented workshops on design and front-end Development to students from universities across the USA.

**GEORGIA TOURISM CONFERENCE  
& TENNESSEE TOURISM CONFERENCE**

Role: Embedded Social Media Manager | Date: 2014 - 2015

Attended sessions about tourism marketing and created, published, and managed relevant, original, high-quality content live.

RESEARCH  
EXPERIENCE

**L&N DEPOT PRESENTS UNSEEN BOWLING GREEN**

(FORMALLY UNSEEN BOWLING GREEN)

Role: Research, Branding, Design, Copywriting, and Training

Dates: 2015-2018

- Curated historical research to create oral interpretations for a haunted walking tour.
- Developed and implemented a multimedia campaign that resulted in: sold out all listed tours and added and an additional 15 sold out tours; obtained a growth margin of 80% in the first year; press coverage in all major Bowling Green news outlets.
- Sold the research, copywriting, brand/ brand assets to L&N Depot.

**UNIVERSITY OF LEADS, LEADS, UNITED KINGDOM**

Role: Research and Design | Dates: 2014 - 2015

- Designed A/B test graphics for multiple ethos and pathos digital visual communications study.

PROFESSIONAL  
AFFILIATIONS

**SECAC (FORMERLY THE SOUTHEASTERN COLLEGE ART CONFERENCE)**

2021 - Present

**TECH LADIES (NATIONAL ASSOCIATION)**

2020 - Present

**BOWLING GREEN PROFESSIONAL MARKETING ASSOCIATION**

2012 - Present

President, 2015

VP of Communications Officer, 2014

## SKILLS

### DIGITAL AND PRINT

- Layout and Publication Design
- Visual Identity Design
- Copywriting
- User Interface and User Experience Design
- Data Visualization
- Layout Design
- Package Design
- Motion Graphic Design
- Wireframing
- Social Media Creative Design

### STRATEGY AND RESEARCH

- Strategic Campaign Planning
- Mind Mapping
- Buyer Persona Development
- Customer Journey Research
- Inbound Marketing Research
- Media Planning
- Sales Funnel Research
- Brainstorming
- Developing Effective Presentations
- Ethics
- Balancing Artistry with Audience Appeal

### TECHNOLOGY

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Pre-Press
- Tumt Hype
- Squarespace
- Basecamp
- Social Media
  - Facebook
  - Instagram
  - LinkedIn
  - Pinterest
  - Twitter
- Facebook and Instagram Ad Manager
- Character Animate
- Wordpress
- OU Campus
- Google Suite
- PowerPoint
- Zoom

## REFERENCES

### FABIÁN ÁLVAREZ

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