

KRISTIN RAE DUBOSE

Marketing Strategy • Creative Direction • Brand Design

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KEY ACHIEVEMENTS

■ Creative Marketing Design

Designed campaigns leading to 16-page marketing decks for clients.

■ Concert Revenue Success

Generated \$100,000 in ticket sales pre-event for major concerts.

■ Brand Growth for Club

Grew Run Club Orlando from 20 to 500+ members through effective branding.

■ Social Media Expansion

Increased social media to 100,000+ followers at Club La Vela.

SKILLS

Graphic Design

Branding

Visual Identity

Digital Marketing

Social Media

Website Design

E-commerce

Video Editing

Email Marketing

Content Creation

Marketing Campaigns

AI

APPS & TOOLS

Adobe Creative Suite

Canva

Figma

Affinity

ChatGPT

Gemini

Shopify

Squarespace

Kittl

Motion

Adobe Firefly

WordPress

Final Cut Pro

CapCut

SUMMARY

Creative marketing designer with 20+ years building brands, campaigns, and content for entertainment, hospitality, and growing businesses. I turn ideas into finished creative—digital ads, social content, websites, video, sponsorship decks, e-commerce, and AI-assisted design—managing projects from concept through launch.

EXPERIENCE

Freelance Creative Designer & Marketing Consultant

Remote | 2020 – Present

- Deliver end-to-end brand, campaign, and marketing design for entertainment, hospitality, and small business clients.
- Created sponsorship decks for the Downtown Orlando Concert Series.
- Designed a 16-page marketing deck for a hospitality client showcasing the resort experience, amenities, and condo ownership opportunities.
- Built Run Club Orlando's visual identity and recurring event graphics as the brand grew from 20 to more than 500 members.
- Built websites, e-commerce stores, digital ads, and branded content for clients.

Marketing & Entertainment Director

Club La Vela | Panama City Beach, FL | 2013–2015, 2018–2020

- Ran marketing and entertainment for Club La Vela, the largest nightclub in the United States at the time with a 6,000-person capacity.
- Planned and marketed concerts and special events; booked national touring artists and built campaigns used to promote them.
- Created the visual campaigns behind major events, including flyers, digital ads, website graphics, social media graphics, in-house TV graphics, roadside billboard content, and visuals for a 20-foot LED wall.
- Generated more than \$100,000 in advance ticket sales before doors opened for major concerts.

Marketing & Creative

Foundation Presents / Gilt Nightclub | Orlando, FL | 2015–2018

- Built Orlando nightlife brands through social media, event promotions, and creative campaigns.
- Produced weekly promotional flyers and social content for Foundation Presents concerts and Gilt Nightclub events.
- Led the rebrand of a downtown Orlando venue, creating a new name and logo that remain in use today.
- Designed college promotion brochures distributed across the University of Central Florida campus.

Social Media Manager / Administrative Assistant

Club La Vela | Panama City Beach, FL | 2004–2013

- Built Club La Vela's social media presence from the ground up across multiple platforms, growing the combined audience to more than 100,000 followers.
- Created and managed digital content to promote events, entertainment, and the club's brand online.
- Supported marketing, administrative, and daily operations for one of the largest nightclubs in the United States.

EDUCATION

Bachelor of Science, Sports Management

Florida State University