

# BOBBI KERR

LEAD VISUAL DESIGNER & PRODUCTION STRATEGIST

## SUMMARY

High-velocity production lead with 12+ years of experience managing complex digital ecosystems. Specialist in AI-integrated workflows and professional-grade asset creation, known for 'production stamina'—most recently executing a 15-product global rollout. Having mastered the technical 'solo-sprint,' I am now seeking to transition my project management expertise and design speed into a collaborative creative team.

## CORE COMPETENCIES

- **Multi-Threaded Campaign Logic:** Expert in complex "If/Then" architecture and consumer journey mapping; able to design automated, reactive marketing funnels that guide clients from first contact to conversion.
- **Brand Stewardship & Narrative Integrity:** Senior-level experience in maintaining absolute "voice consistency" and linguistic standards across massive, interconnected data sets and global product launches.
- **Strategic Content Documentation:** Mastery of technical "Brand Bibles" and systemic documentation, ensuring cross-departmental alignment between creative production, marketing strategy, and executive leadership.
- **Technical Production Pipelines:** Expert in end-to-end asset management using Adobe Creative Suite (Photoshop, Premiere, InDesign) to align strategic marketing intent with high-quality visual output.

# Key Strategic Projects: Brand Systems & Lifecycle Architecture

## Lead Creative Strategist | Systems Architect

### *Multi-Platform Digital Ecosystem*

- **Multi-Channel Brand Architecture:** Designed and executed a 1.2M-word digital content library consisting of four distinct product lines, ranging from high-concept technical series to character-driven brand narratives.
- **Systemic Brand Consistency:** Managed complex brand logic and long-term content cycles for independent product series, ensuring 100% internal consistency across 15 high-volume releases.
- **Interconnected Ecosystem Case Study:** Engineered a 6-part "Integrated Content System" where individual campaigns functioned as a cohesive ecosystem, requiring the same rigorous foresight and mapping used in enterprise-level marketing structures.
- **Target Audience Adaptation:** Successfully pivoted brand rules and "Content Systems" across multiple niche markets, ensuring structural integrity while adapting voice and tone to different demographic requirements.

### **15-Volume Global Product Launch (Project Lead | Systems Director)**

- **High-Velocity Deployment:** Executed a 7-month, 15-product global rollout, managing the simultaneous release of multi-platform digital assets every 7-14 days.
- **Agile Brand Pivoting:** Coordinated weekly shifts in visual and narrative strategy, adapting marketing hooks to match specific product goals while maintaining a unified, high-level corporate identity.

# PROFESSIONAL EXPERIENCE

## Senior Content Strategist & Production Lead | Independent Studio

*2012 – Present*

- **Digital Content Ecosystem Management:** Directed the end-to-end architecture of a 15-product digital library, maintaining absolute voice consistency and brand logic across 1.2M words of performance-ready content.
- **Proprietary Asset Library Development:** Engineered a curated database of 800+ AI-augmented visual assets, utilizing an iterative "selection and synthesis" workflow to ensure brand and style uniformity.
- **AI-Enhanced Strategic Production:** Architected "Hybrid-Synthesis" workflows for visual assets, leveraging generative tools for base modeling followed by manual technical refinement in Adobe Photoshop to ensure professional-grade quality.
- **Omni-Channel Brand Stewardship:** Developed and maintained distinct identities for multiple distinct product lines, ensuring every customer touchpoint reflected a consistent and human-centric tone.
- **Complex Project Lifecycle Oversight:** Managed a rigorous bi-weekly production and release schedule for 7 consecutive months, overseeing all content deadlines and technical delivery across North American digital platforms.

## Fulfillment & Logistics Coordinator

*LoweBuys, Feb. 2025 – April 2026*

- **Operational Logic:** Analyzed and restructured high-volume workflows, reducing processing cycles by 80% and ensuring 100% accuracy in data-heavy environment.
- **Systems Management:** Navigated complex logistics platforms (ShipStation) to coordinate international distribution, demonstrating high attention to detail in technical documentation and compliance.

# TECHNICAL PROFICIENCIES

- **AI Orchestration & Strategic Prompting:** Advanced proficiency in **ChatGPT, Grok, and Gemini**; expert in utilizing LLMs for high-level project architecture, 7-month production scheduling, and complex campaign mapping.
- **Creative Production (Adobe CC):** Expert proficiency in Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro; Corel VideoStudio Pro (Legacy Expert); specialist in Digital Layout & Typography.
- **Digital Architecture & AI Workflows:** Wix Website Architecture, **Hybrid-Synthesis Workflows** (Adobe Firefly, Leonardo.ai, Generative Video), and Enterprise Newsletter Management.
- **E-Commerce & Operations:** Payhip Storefronts, ShipStation Logistics, **MailerLite Automation**, and Systemic Digital Asset Management (DAM).
- **Social & Media Strategy:** Multi-platform Deployment (Instagram, Facebook, Pinterest), **Brand Voice Stewardship**, and High-Volume Content Scheduling.

# PROFESSIONAL DEVELOPMENT & EDUCATION

- NAIT (Northern Alberta Institute of Technology March 2024 – May 2024)
- *Certificate in Visual Design*
- Professional Certifications (2024)
- Diversity and Inclusion Certificate
- Indigenous Culture and Awareness Certificate
- Algonquin College (2008 – 2010)
- Computer Systems Technician Program