

KEEGAN CLARK

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Creative and detail-oriented marketing professional with 4+ years of experience in graphic design, brand communication, and multi-channel campaigns. Skilled in Adobe Creative Suite, content strategy, and digital/print production. Known for creating clear, consistent, and user-focused designs that support business goals and engage audiences.

PROFESSIONAL EXPERIENCE

COMMUNITY STATE BANK | DES MOINES, IA
Senior Marketing Specialist | June 2025 – Present
Senior Marketing & Design Coordinator | June 2024 – June 2025
Marketing Coordinator | May 2021 – June 2024

- Support brand marketing efforts through the design and coordination of print and digital campaigns across multiple channels
- Maintain and regularly update the company website, implementing SEO best practices and optimizing user experience
- Assist with the development of creative assets for email marketing, social media, events, and internal communications
- Coordinate with internal departments and external vendors to ensure timely and compliant production of marketing materials
- Help manage branded merchandise and promotional items, including inventory tracking and vendor relations
- Format and design client-facing RFPs and internal documents for visual clarity and brand alignment
- Photograph events and contribute to social content strategy and community engagement efforts
- Collaborate with Compliance and Technology teams to ensure all communications and digital tools meet regulatory standards

SKILLS & EXPERTISE

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Website management (CMS platforms, basic SEO, HTML)
- Project coordination & vendor relations
- Visual storytelling & branding
- Social media content development
- RFP & document formatting
- Photography & photo editing

EDUCATION

IOWA STATE UNIVERSITY
BFA, Graphic Design | 2017 - 2021