

chelsey armstrong marks

(443) 791 4023 • cma4452@gmail.com • chelseyarmstrong.com

skills & core competencies

Graphic Design
Web Design
HTML 5, CSS
Strategic Communication

Branding
Adobe Creative Suite
Final Cut Pro
Tumult Hype

WordPress
Squarespace
Mac + PC Proficient

professional experience

Freelance Graphic Designer

Self | Baltimore, MD

Current

- Developed logos, brand identities, marketing collateral, event materials, websites, and digital assets across multiple platforms.
- Created cohesive visual identities for startups, established businesses, and organizations to strengthen brand recognition and presence.
- Developed cross-platform creative solutions that elevated brand image and maintained consistency across print and digital communications.

Senior Graphic Designer

Steele Marketing | Remote

August 2025 - Current

- Developed visual concepts and creative solutions for print and digital marketing campaigns.
- Designed brochures, advertisements, social media graphics, presentations, event materials, signage, and branded collateral.
- Managed multiple projects from concept through production while meeting deadlines, maintaining accuracy, and ensuring brand consistency.
- Created brand identity systems, templates, icons, and supporting visual assets to strengthen cohesive brand experiences.

Graphic Designer Contractor

Graphic Designer + Creative Project Manager

Church of the Nativity | Timonium, MD

August 2025 - June 2026

March 2021 - August 2025

- Developed and maintained comprehensive brand guidelines to establish consistent visual standards across print, digital, web and environmental communications.
- Designed and developed materials, including handouts, signage, and website pages for major seasonal initiatives, including Christmas, Easter, Kickoff Weekend, and Stewardship Weekend.
- Designed and developed numerous website pages, translating brand strategy and campaign messaging into engaging online content.
- Led the creative development of the Wonder Campaign, Nativity's latest building campaign—establishing the visual identity and supporting marketing materials to communicate the campaign vision and drive engagement.
- Led and managed multiple concurrent creative projects from concept through final delivery, including message series, small group curriculum, and major seasonal campaigns such as Kickoff Weekend, Stewardship Weekend, Christmas and Easter.
- Oversaw end-to-end creative workflow, implementing project management systems and processes to improve efficiency, communication, accountability and on-time delivery.
- Served as creative traffic manager, translating requests from internal departments into actionable project plans while managing scope, timelines, budgets, priorities and stakeholder expectations.

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professional experience (continued)

Senior Graphic Designer, Global Brand & Design Team **Senior Graphic Designer, Americas Brand & Design Team** Cushman & Wakefield | Baltimore, MD

March 2020 - March 2021
July 2014 - March 2020

- Maintained and evolved global brand guidelines, ensuring consistent application of visual identity across corporate, marketing, research, and client-facing communications.
- Supported the implementation of updated corporate branding and templates throughout multiple company mergers, adapting existing materials to align with evolving brand standards.
- Developed high-impact design deliverables for national and global marketing initiatives, including high-end internal and client-facing events, presentations, advertising, collateral, digital assets and branded experiences.
- Designed and produced corporate and research reports for national and global audiences, translating complex data and research into clear, engaging visual communications and infographics.
- Developed and packaged scalable design templates for local markets across social media, property marketing, and business development using Adobe Creative Cloud and Microsoft Office platforms.
- Created a suite of global email templates and custom HTML email campaigns for employees and clients using the Concep email marketing platform.
- Created social media graphics, infographics, and visual content supporting national and global media initiatives.
- Collaborated with outside vendors to coordinate production, manage budgets, and ensure quality and timely delivery of printed and promotional materials.
- Provided basic marketing and design training to support staff, helping teams effectively use templates, brand standards and design tools.

Strategic Communication Consultant Addx Corporation | Alexandria, VA

April 2012 - December 2013

- Developed visual communications and graphic assets supporting agency strategic initiatives, publications and internal digital communications.
- Provided video production, photography editing support to enhance internal communications and agency storytelling.
- Researched, wrote, and developed articles for the internal agency website, creating content distributed to a nationwide audience.

Communication Specialist Addx Corporation | Alexandria, VA

August 2011 - April 2012

- Provided quality assurance and program support for initiatives serving Veteran-owned small businesses.
- Reviewed, edited, and evaluated written reports and applications for accuracy, completeness, consistency and compliance with program requirements.
- Maintained and updated business records, documentation and program information to ensure accurate and timely submission of reports to government clients.

education

University of Baltimore
MA, Publication Design (2017)

DeSales University
BA, Communication (2011)
Graduated Cum Laude, Dean's List