

Gary Kelley

Creative Director & Web Designer

- Cincinnati, Ohio Area
- GaryKelley.info
- CreativeNinjas.com
- 46 Quail Brace Ct., Amelia OH 45102
513.307.5621
gary@creativeninjas.com

SUMMARY

Creative professional with 25+ years spanning graphic design, web design & development, branding, digital media, marketing, and creative project management — from concept and strategy through design, production, and ongoing support.

Owner and lead creative at Creative Ninjas, working with businesses, municipalities, nonprofits, and entertainment companies to develop websites, brand identities, marketing materials, and practical technology solutions.

Combines strong visual design with hands-on WordPress development, client communication, project management, and AI-assisted workflows — skilled at translating loosely defined client needs into practical solutions.

EDUCATION

Antonelli College

Commercial Art
1996 – 1998

TECHNICAL SKILLS

- Graphic Design
- Creative Direction
- Web Design
- WordPress Dev
- Elementor Pro
- Brand Identity
- Print Production
- Digital Advertising
- Marketing Collateral
- Responsive Design
- UX
- Client Relations
- Project Management
- CMS
- Hosting & DNS
- Troubleshooting
- Data Systems
- Social Media Graphics
- Email Design
- Photoshop
- Illustrator
- InDesign
- CorelDRAW
- MS Office
- Google Workspace
- AI Workflows
- ChatGPT
- ClaudeAI
- Video & Podcast

EXPERIENCE

Owner | Creative Director | Graphic & Web Designer

January 2007 – Present

Creative Ninjas — Amelia / Cincinnati, Ohio Area

- Founded Creative Ninjas as an independent creative studio in 2007 and transitioned it into a full-time venture in 2015, providing creative, web, digital, and technology services to businesses, municipalities, nonprofits, entertainment organizations, and entrepreneurs.
- Lead projects from initial client consultation and strategy through design, development, implementation, launch, and ongoing support.
- Design and develop custom WordPress websites using Elementor and Elementor Pro, including business, municipal, nonprofit, service-industry, and entertainment websites.
- Create corporate identities, logos, brand systems, marketing campaigns, advertisements, brochures, sales materials, event graphics, social media assets, and digital banners.
- Manage website hosting, domains, DNS, security, backups, software updates, content updates, forms, integrations, and ongoing maintenance.
- Build and maintain website systems for municipal clients, including document archives, public records, searchable information, meeting minutes, ordinances, forms, and resident resources.
- Work directly with clients to identify the underlying business objective behind a project rather than simply executing requested design elements, and translate technical concepts into understandable recommendations for nontechnical clients.
- Coordinate with clients, marketing professionals, vendors, printers, developers, hosting companies, and other outside service providers.
- Manage multiple simultaneous client projects, deadlines, revisions, communications, billing, and ongoing service relationships.
- Incorporate AI tools into research, ideation, content development, technical troubleshooting, and workflow development.

Senior Designer | Development Specialist

May 2011 – December 2014

Hubbard Broadcasting, Inc. — Cincinnati, Ohio

- Led graphic design and digital development projects across multiple media platforms.
- Created promotional, advertising, sales, and marketing materials supporting broadcasting and related business initiatives.
- Designed and developed specialized promotional and campaign web pages.
- Managed creative projects from concept through final production; hired and supervised creative team members.
- Worked with internal departments and stakeholders to translate marketing and promotional objectives into effective visual communications.
- Balanced multiple projects, priorities, and deadlines in a fast-paced media environment.

Senior Designer — Graphics & Web Media

February 2007 – April 2011

Bonneville International — Cincinnati, Ohio

- Managed graphic design and web-media projects supporting radio, advertising, promotions, sales, and marketing.
- Produced print, digital, web, and multimedia creative for a variety of campaigns.
- Designed digital experiences and promotional content with an emphasis on usability and audience engagement.
- Collaborated with sales, marketing, programming, and promotional teams on campaign development.
- Helped expand the organization's use of web-based design and digital media as those platforms became increasingly important to the broadcasting industry.
- Managed multiple creative projects while maintaining brand consistency and production deadlines.

ADDITIONAL STRENGTHS

- ▶ Business ownership & entrepreneurship
- ▶ Creative team leadership
- ▶ Long-term client relationship management
- ▶ Direct collaboration with business owners & leadership
- ▶ Strong written & verbal communication
- ▶ Creative & technical problem-solving
- ▶ Independent project ownership
- ▶ Cross-functional collaboration
- ▶ Fast adoption of new technology
- ▶ Translating technical concepts for nontechnical users

EXPERIENCE (Cont'd)

Graphic & Web Designer

February 2001 – January 2007

Infinity Broadcasting — Cincinnati, Ohio

- Created graphic design work for print, web, sales, marketing, and promotional applications.
- Expanded into web design and development responsibilities after initially joining the organization in a graphic design capacity.
- Produced promotional web content and digital creative, plus sales and marketing materials supporting broadcasting properties and advertising clients.
- Produced a weekly internal publication featuring employment opportunities.
- Worked across both traditional print production and the emerging web-design needs of the organization.

SELECTED AREAS OF WORK

Branding & Identity — Logos, corporate identity systems, brand guidelines, business collateral, signage, and visual standards.

Web Design & Development — WordPress, Elementor Pro, responsive websites, landing pages, forms, content management, document systems, hosting, and troubleshooting.

Print & Advertising — Brochures, flyers, advertisements, direct mail, event collateral, sales materials, maps, signage, and large-format graphics.

Digital Marketing — Display advertising, social media graphics, email assets, web banners, promotional graphics, and campaign creative.

Municipal & Organizational Systems — Public document libraries, searchable archives, forms, website content architecture, government-domain projects, and staff training.

TECHNICAL & CREATIVE TOOLS

Design

Adobe Photoshop, Illustrator, InDesign, CorelDRAW

Business & Productivity

Microsoft Word, Excel, PowerPoint, Google Docs, Sheets, Slides, project-management platforms

AI & Emerging Technology

ChatGPT, generative AI tools, AI-assisted research, content development, creative ideation, and workflow development

Web

WordPress, Elementor / Elementor Pro, HTML/CSS, hosting, DNS, CMS, forms & integrations

Media

Wondershare Filmora, YouTube Studio, podcasting & digital-media publishing tools

CREATIVE PHILOSOPHY

“Good design isn’t just about making something look better. It’s about understanding the problem, asking the right questions, and creating something that works better.”

Gary Kelley