Kelsey Sackett

Creative Director · Brand, Web and Visualization

Cedar City, UT · 435-559-3358 · ksackett88@gmail.com · kelseyverse.com/work · linkedin.com/in/kelseyverse

SUMMARY

Creative director who works the whole way through a brand: identity, website, print, campaigns and the systems that keep it consistent. I design it, build it and write the copy. Roots in architectural visualization, hands-on web development, and AI-assisted workflows (Claude, Claude Code, AI image generation) used every day. Led a full rebrand and relaunch from brief to live in about two weeks.

EXPERIENCE

Creative Director
Jan 2026 – Present

Mountain Valley Prefab · Idaho Falls, ID · Hybrid

- Led a full rebrand of a modular builder from brief to launch in about two weeks: logo system, anniversary seal, palette, type and brand guide.
- Designed and built a new WordPress (Kadence) website with plan pages, lead form and GA4 tracking; 15 leads in the first weeks after launch.
- Developed a custom WordPress quote plugin that gives buyers a live estimate and routes the lead to sales.
- Designed brochures, bifolds and sales plan sets for 9 plans, plus business cards, trade show graphics and merch.
- Relaunched social media: 124K Facebook views in 28 days (+205%), follows up 3,000%, and one reel with 54K organic views.

Director of Sales Operations and Creative
2024 – Present

Zip Kit Homes · Cedar City, UT

- Built a data-driven collateral system (HTML templates, JSON data, automated PDF output) that produces web brochures, bifolds and sales decks for 37 home plans.
- Designed and coded the company's quoting tool, used daily by the sales team, covering 6 product lines with PDF proposals and contracts.
- Created email and print campaigns, regional drip campaigns in Pipedrive and a monthly customer newsletter.
- Produced AI-assisted architectural renderings for marketing and client presentations.
- Managed CRM, sales processes and contract drafting.

Founder, Visualization and Web Design
2025 – Present

Kelseyverse · Remote

- Created exterior, interior and cinematic renderings for Tailwater, a three-home development in Hailey, ID (Raised Bar Development Group).
- Designed and hand-coded kelseyverse.com in HTML, CSS and JavaScript: brand system, blog, shop and portfolio.

Project Supervisor and Assistant Property Manager
2020 – 2024

MQL Properties · Cedar City, UT

Earlier: operations, bookkeeping and hospitality leadership roles (13+ years)

SKILLS

Creative: brand identity, logo design, art direction, print and collateral, social media, copywriting, email marketing, architectural visualization

Web and development: HTML, CSS, JavaScript, WordPress (Kadence, plugin development), Three.js, Python, GitHub, Netlify

Tools: Claude, Claude Code, AI image generation, GA4, Google Tag Manager, Yoast SEO, Pipedrive

EDUCATION AND CERTIFICATIONS

Frontend Simplified Bootcamp · HTML, CSS, JavaScript, responsive design

Grant Writing and Strategy Certification · Udemy

Google Analytics Certification · Google Skillshop · **In progress**

Google Ads Certifications · Google Skillshop · **In progress**

HubSpot Academy Marketing Courses · HubSpot · **In progress**

High School Diploma · Cedar City, UT