



Liberty Kellokoski

Creative Director

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I am a Colorado raised Creative Director and Senior Designer, with eleven years of experience, five at the director level. I build brands from nothing, including logo marks, usage guidelines, and the systems that help keep them consistent over time. I guide people's concepts from rough drafts into final deliverables across digital, print, and multimedia. Most prominently in the real estate, healthcare, and transportation verticals.

RECENT HIGHLIGHTS:

For my last employer, I built eight custom websites from scratch, and directed the creation of two others. Over the past six years, I have hired two separate marketing teams from the ground up, including Manager-level employees. As of this year, I also built a CRM including a full sales pipeline as well as project management spaces. Before I hired my most recent team, I also achieved a solo social media uplift of 70% YoY across all managed entities.

EXPERIENCE:

HALOGEN MARKETING, Highlands Ranch, CO

Director of Marketing, Feb. 2026 to Sept. 2026, Full-time

I was chosen by the CEO to staff and then lead a startup marketing agency. In Nov. 2025, we hired specialized Marketing Managers in Account Management, Data & Performance, Multimedia, and Creative. We served a dozen internal and external clients over my tenure. I set the creative standard for the internal brands, including the agency, then worked to art direct and quality control everything before it was published. This included multiple brand identities, websites, social media posts, print, apparel, and multimedia. I also built the agency's CRM and project management system from scratch in Monday CRM. During this period, we also leveraged AI tools into our workflow, especially Claude and Magnific.

HIVE MANAGEMENT, Highlands Ranch, CO

Marketing Manager, Business Development, Oct. 2024 to Dec. 2025, Full-time

I was promoted by the VP of Business Development to be the exclusive Marketing Manager for all Hive-owned entities. When the strategy role was cut, I handled all marketing, not just creative. Key highlights included working on startups, mergers & acquisitions, marketing trends data for ownership, as well as alongside a local PR firm to navigate crisis communications for their flagship entity. I increased social media followers across all entities by 70% YoY, solo. I designed and built custom websites for new entities, and during the PR crisis, I published live minute-by-minute updates on their website and socials.

Marketing Manager, Creative, Apr. 2024 to Oct. 2024, Full-time

I was hired as the Creative Lead for Hive Management, to develop brand identities for six of their internal companies. Key highlights included building four custom websites using Elementor and WordPress, as well as creating a custom logo and brand guidelines for the grand opening of a vehicle wrap and tint shop. I completely overhauled print templates and brand standards for a heavily regulated Non-Emergency Medical Transportation (NEMT) company, bringing their company website, social media, and public materials into compliance, and also up-to-date with modern accessibility standards. Scouted and shot on-site ambulance and fleet photography, directly edited the deliverables. Vectorized and retouched every logo across the company portfolio.

YOUR CASTLE REAL ESTATE, Denver, CO

Director of Marketing, Jan. 2020 to Nov. 2023, Full-time

Promoted to partner directly with the CEO, COO, and Director of Sales on creative direction and marketing initiatives for the company and its 800 real estate agents. Managed a hybrid team of 3–6 employees while directing creative across digital, web, print, video, and social media, remaining hands-on in design and production, especially on the luxury side. Ran and managed the company's WordPress website, organic SEO, and social media presence. Directed, filmed, and edited promotional videos. Wrote and designed the monthly real estate newsletter. Collaborated directly with ownership on quarterly market trend collateral. Developed and tested vendor relationships supporting agent signage, direct mail, promotional materials, and other marketing needs. This is also when I began experimenting with applied AI, per ownership.

Marketing & Design Coordinator, Sept. 2015 to Dec. 2019, Full-time

Designed custom marketing deliverables for real estate agents including signage, flyers, postcards, business cards, social media posts, commercial real estate materials, and more. In my first year, I helped triple the productivity of our two-person team, based on print volume. Created marketing content for million dollar listings, usually on tight turnaround times, and designed the template systems (still in use today) that maintained consistent and efficient outputs for the entire organization.

HARD SKILLS:

• Adobe CC (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects) • AI (Claude, Gemini, ChatGPT, Magnific, PS Generative Fill) • Elementor and WordPress • SEO (On-Page and Technical) • SEM (Google Ads) • Constant Contact • Photo/Video Production and Editing • Monday CRM • ClickUp • Trello • Copywriting

POWER SKILLS:

• Creative Direction • Branding • Design • Marketing • Web (UX/UI) • Leadership • Team Building • Communications • Research

EDUCATION:

COLORADO STATE UNIVERSITY, Fort Collins, CO

Bachelor of Fine Arts: Graphic Design Concentration, 2012-2015

Earned a fine art foundation in design, drawing, lithography, and painting

