CRAIG R KEY

Marketing Creative **CraigRKey.com**

Marketing creative and graphic designer with experience in branding, social media, video, and design for web and print. Currently managing multi-platform content, video, and website SEO for an IV therapy and wellness clinic while following healthcare marketing compliance standards. Skilled in Adobe Creative Suite, layout design, AI-assisted content workflows, and visual storytelling that strengthens brand identity.

Work Experience

Freelance

Marketing Assistant ***June 2025 - Present***

The DRIPBaR Keller

- Manage social media, marketing, and website content
- Write and publish content across TikTok, YouTube, LinkedIn, Threads, Pinterest, and Google Business Profile
- Edit promotional and educational videos
- Write SEO-optimized image metadata for the clinic website and Google Business Profile
- Apply healthcare marketing compliance standards (FDA disclaimers, structure-function language) to all public content
- Built a custom AI content workflow with brand-voice and compliance rules for nine content types

Video Editor ***November 2025 - Present***

The Better Branding

- Edit interviews, skits, and informational social media videos for multiple businesses which include:
  - Advocate Wellness
  - Onyx Chiropractic & Sports Therapies
  - Simca Wealth
  - The DRIPBaR Colleyville
  - The DRIPBaR Burleson
  - The DRIPBaR Edina

Graphic Designer ***May 2024 - July 2024***

The B-List with Tara and Courtney

- Designed podcast logo and visual branding

Famous Footwear

Asst. Store Manager ***January 2023 - May 2025***

Target

Tech Consultant ***October 2021 - January 2023***

Education

Tarrant County College

Associate of Applied Science ***May 2024***

- Graphic Communication

Certifications

CRT 1 in Computer Graphics ***May 2024***

Accomplishments

3.7 GPA · Dean's List

Skills

Social Media

Facebook, Instagram, Threads, Pinterest, LinkedIn, X (Twitter), YouTube, TikTok, Google Business Profile

AI

Anthropic Claude, OpenAI ChatGPT, Adobe Firefly, Google Gemini

Design

Adobe Photoshop, Illustrator, InDesign, Animate, Premiere Pro, Figma, Canva

Web

HTML, CSS, SEO

Professional

Time Management, Effective Communication, Technical Proficiency, Critical Thinking, Task Prioritization, Strategic Planning, Adaptability, Problem-Solving, Dedication

Scan to go to craigrkey.com