

**Job Title:** Graphic Designer

**Company:** Bolt Marketing

**Location:** Lexington, Kentucky

**About Bolt Marketing:** Bolt Marketing is a full-service marketing agency located in the heart of Lexington, Kentucky. We are passionate about helping small to medium-sized businesses establish a strong online presence and grow their brand. Our services encompass a wide range of marketing fundamentals, including messaging, branding, logos, websites, and more. We believe in combining professionalism with a fun and creative edge to deliver exceptional results for our clients.

**Position Overview:** Bolt Marketing is seeking a Part-Time Graphic Designer to support our retainer-based design clients. This role is ideal for a skilled designer who enjoys variety, collaboration, and creating polished, on-brand visuals across digital and print formats.

You'll work closely with Bolt's Account Managers and Production Team to design materials such as menus, social media graphics, sales decks, and promotional collateral. We're looking for someone with strong design fundamentals, a great eye, and a portfolio that demonstrates thoughtful, effective design.

**Qualifications:**

- Strong portfolio demonstrating graphic design skills across digital and/or print work (required).
- Proficiency in Adobe Creative Cloud, including Illustrator, InDesign, and Photoshop.
- Solid understanding of layout, typography, color, and visual hierarchy.
- Ability to take direction, present ideas clearly, and respond positively to feedback.
- Organized, dependable, and comfortable working in a fast-paced agency environment.
- Experience with social media graphics, sales decks, or print collateral preferred.
- Video or photo editing experience is a plus, but not required.

**Responsibilities:**

As a Graphic Designer at Bolt Marketing, you will be responsible for:

*Design:* Developing visually compelling content, including social media graphics, email graphics, print collateral, sales decks, and more, that align with our client's brands, campaigns, and business goals.

*Ideation:* Participating in brainstorming sessions and independently generating content concepts on a project-by-project basis.

*Precision & Adaptation:* Executing both your own creative ideas and those of others with

care and precision, ensuring they meet the client's vision.

*Feedback Integration:* Incorporating feedback from clients, strategy, and other stakeholders to produce new and effective design solutions.

*Industry Awareness:* Staying current on advertising campaigns, design trends, and industry technology. Sharing your findings with the department to foster innovative thinking, work processes, and problem-solving.

*Maintaining Files:* Accurately organizing and maintaining all files so they are easily accessible to our team and clients.

### **Why Join Bolt Marketing:**

- Collaborative and innovative work environment.
- Opportunities for professional growth and development.
- Engaging and diverse client portfolio.
- Competitive compensation and benefits.
- A chance to be part of a creative team dedicated to making a real impact on our clients' success.
- Flexible work schedule.

If you are a creative visionary who thrives on turning ideas into visually stunning digital realities, we encourage you to apply for the Graphic Designer position at Bolt Marketing. Your design expertise will play a crucial role in helping our clients achieve their marketing goals and establish a strong online presence.

To apply, please submit your resume and a cover letter outlining your qualifications and experience.

Bolt Marketing is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.