

KATELYN SMITH

CREATIVE DIRECTOR



Exeter, PA, 19606



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katelynmariedesigns.com

SKILLS

- Specialized in visual identity, email marketing, social media, and website design/development.
- Experienced working with both local and international clients.
- Adept at balancing independent and collaborative work.
- Clearly and effectively presents concepts, designs, and strategies.
- Efficiently managing multiple project workflows simultaneously while consistently meeting tight deadlines.
- Proficient in Adobe Suite, Microsoft Office, WordPress, HubSpot, and Pardot.

EDUCATION

Kutztown University of Pennsylvania

Bachelor of Fine Arts
in Communication Design
with Graphic Design, Advertising,
and Interactive Concentrations

CERTIFICATIONS

HubSpot Certifications

Email Marketing, Inbound Marketing,
Inbound Marketing Optimization,
and Growth-Driven Design

WORK EXPERIENCE

Owner & Creative Director

2023-PRESENT

Katelyn Marie Designs, LLC / Exeter, PA

- Helping small businesses solve branding and marketing challenges with eye-catching designs that capture their brand identity and engage their target audience.

Creative Director

2014-2022

Schubert b2b / Downingtown, PA

- Supported several high-tech B2B clients in marketing complex products and services in compelling, easy-to-understand ways.
- Managed content development for all agency clients, providing support for diverse marketing initiatives and ensuring alignment with client brand guidelines.
- Collaborated closely with account managers to analyze statistics of current programs, identify areas of concern, and collectively propose potential solutions.
- Worked with clients to update and develop new engaging marketing materials including inbound campaigns, landing pages, ebooks, infographics, brochures, advertisements (digital and printed), social graphics, presentations, videos, emails, and automated workflows.
- Maintained high efficiency and productivity, ensuring that all agency projects remained on schedule and meeting tight client deadlines.
- Managed the agency's creative team and outside resources.
- Accelerated within the company, advancing from Graphic Designer in 2014 to Art Director in 2016 and eventually Creative Director in 2019.

Graphic Designer

2012-2014

Integral Systems Corp. / West Chester, PA

- Designed and developed websites, custom browser-based applications, promotional materials, and identity systems for various clients.

Graphic Design Intern

2012-2012

Partners Design / Bernville, PA

- Assisted in design projects ranging from posters, programs, flyers, billboards, and newspaper advertisements.