

KATHLEEN CARSON CREATIVE DIRECTOR

203.522.3892 kathleencarson03@gmail.com kathleencarson.com

EXPERIENCE

Dovr Media

Aug '21 - Present

Creative Director

As the Creative Director, I am responsible for managing the Creative Team at Dovr Media. I oversee all creative processes, design decisions, internal and external marketing launches, and future product launches. I assist the design team in all aspects, including creating websites for our clients, ads for social media (e.g. Facebook), and maintaining customer retention. The day-to-day includes managing the current team, working through deploys with team members, supporting team reach out, and sharpening our processes based on data we receive.

Sterling House Community Center (SHCC)

July '18 - Aug '21

Marketing and Communications Coordinator

I developed creative marketing materials consistent within the SHCC brand. Other responsibilities included raising public awareness and engagement of SHCC events, programs, achievements, and opportunities through a variety of outlets. These included print, television, radio, social media, web, and community outreach.

Deutsch Family Wine & Spirits

Sept '14 - Oct '18

Junior Designer - Graphic Designer

I developed concepts, implemented design strategies, and produced visual aspects for corporate and brand marketing materials across various design platforms such as promotional, packaging, interactive design, videography, and video editing.

JIBE

May '13 - May '14

Product and Graphic Design Intern

As the Product & Graphic Design Intern, I set up mobile and desktop product demos in InVision (app demo creation), created web/mobile templates, sales proposal templates, and created presentations in Keynote.

EDUCATION

School of Visual Arts (SVA)

2016

Continuing Education - Video Editing

Fashion Institute of Technology (FIT)

2012 - 2014

BFA - Graphic Design

Double Minor - English & Art History

Fashion Institute of Technology (FIT)

2010 - 2012

AAS - Communication Design

SKILLS

Software

Adobe Creative Suite

Microsoft Office

Google Suite

Design & Marketing

Corporate Identity

Print & Digital Design

Social Media Marketing

Video Editing (Premiere Pro)

UX/UI Design

HTML & CSS

Typography

Copywriting

Color Theory

Photography

Photo Editing

Digital Marketing

Canva

SEO

B2B Marketing

Squarespace/Wordpress

Shopify

InVision

Other

Optimistic

Insightful

Embraces Teamwork

Organized

Inventive

Active Listener

Communicative

Good with Dogs