

catie emilia

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🏠 Amesbury, MA

SUMMARY

Graphic design expertise spanning an array of tools for the development of marketing and corporate materials supporting broad-based initiatives. Proficiency in range of graphic programs.

Brand imagery and logo design, production and design across digital and social media channels as well as print, retail and packaging, content development, client relationship and project management.

EDUCATION

Bridgewater State University

Bachelors of Arts · Cum Laude

Major: Graphic Design + Fine Arts

California State University

Web Design Certificate

HTML and Website Development,
CSS, Fireworks, Dreamweaver + Flash

SOFTWARE SKILLS

Adobe Creative Cloud Suite

InDesign	Acrobat Pro
Illustrator	Dreamweaver
Photoshop	InCopy

Microsoft Office

Word
Excel
Powerpoint

MacOS + Windows

Project Management

Wrike

EXPERIENCE

Ollie Print Shoppe | Freelance Graphic Designer | Amesbury, MA

Aug '22 – Present

- Design + manage various projects from conception through pre-press/production for local small businesses.
- Communicate one-on-one with local business owners to re-vamp outdated branding [logo development, brochures, style guides, marketing materials, website development, stationery design, illustrations + more].

Stonewall Kitchen | Print Production Traffic Coordinator | York, ME

Dec '21 – Aug '22

- Managed print production jobs throughout the print/job process ensuring the timely, accurate and cost-efficient delivery of all marketing materials.
- Received, prioritized and scheduled all creative requests. Monitored progress, route, obtained edits, approvals, and sign-offs to enforce deadlines of creative requests/projects for all creative services.
- Coordinated the proof distribution, printing and delivery of final printed pieces. Negotiated and obtained bids and quote pricing from print vendors
- Account owner of project management software [Wrike], training new hires, staying up to date on platform updates and communicated with the account representatives as needed.

Smith+Nephew | Graphic Designer | Andover, MA

Dec '19 – Oct '21

- Designed 1-to 4-color process marketing materials [technical guides, brochures, flyers, advertisements, mailers, postcards] and online marketing [digital material, e-mail, web banners] for varied audiences [corporate, marketing – internal+external].
- Developed and created layout and pre-press production of sales, marketing and shareholder collateral. Set up pre-press printed materials to correct specs for vendors. Corresponded with external vendors for quoted print materials to delivery of final printed pieces.
- Coordinated with account managers regarding job specifications, deadlines, priorities and ensure an accurate and timely completion of assignments within established time frames and quality standards.
- Developed branding templates for technique guides with custom paragraph and character styles.

Eaton Vance | Senior Graphic Designer | Boston, MA

Jan '14 – Jun '19

- Designed print and web marketing materials for varied audiences. Executed and maintained development, creation, layout and pre-press production of sales, marketing and shareholder collateral.
- Created customized Powerpoint presentations for marketing, sales and corporate; maintenance of presentation templates with uniform graphic standards.
- Worked closely with key stakeholders including strategy, editorial and direct marketing to create effective, industry-leading marketing materials. Maintained current industry knowledge related to presentation and design methods, techniques, computer related requirements.
- Researched, implemented and managed a workflow tool for tracking projects and turnaround time for design team.
- Supervised and managed co-ops and interns. In charge of training new hires and designating work.

Printsmith Needham | Graphic Designer | Needham, MA

Sept '12 – Jan '14

- Designed high-quality marketing materials [logos, business cards, stationery, announcements, wedding invitations, menus, brochures, print ads, book layout, posters, etc]. Prepared all files for print production by ensuring correct specs on-site press checks for quality assurance.
- Managed client relationships and approval process, submitting proofs to clients, incorporating feedback, releasing final files on schedule and on budget. Coordinated all aspects of orders including the use of outside vendors.
- Typesetting, file troubleshooting/editing, photo correction and manipulation.

ADDITIONAL EXPERIENCE

ADAO | Graphic Designer | Manhattan Beach, CA

Mar '11 – Apr '14

Manhattan Repro | Graphic Designer | Manhattan Beach, CA

Jun '11 – Jun '12