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EDUCATION

**Bachelors of Fine Arts in
Graphic & Interactive Design**
Youngstown State University
Youngstown, OH

RELEVANT COURSE WORK

Introduction to Business,
Marketing Practices and
Marketing Concepts

SKILLED IN

☞ After Effects
Binding & Printing Processes
Constant Contact
☞ Dreamweaver
☞ Edge Animate
HTML & CSS
☞ Illustrator
☞ InDesign
☞ Lightroom
LiveTiles
Mailchimp
Microsoft Office
Photography
☞ Photoshop
Salesforce
Squarespace
Wordpress
22 Miles (Digital Signage)

HONORS AND ACHIEVEMENTS

CONSTRUCTION MARKETING ASSOCIATION (CMA) AWARD / 2018

In recognition for company website,
RFP designs, and branding standards

PRESIDENT'S AND DEAN'S LIST YOUNGSTOWN STATE UNIVERSITY YOUNGSTOWN, OH / 2016

"THE PITCH" COMPETITION PITTSBURGH, PA / 10.2015

"The Pitch," a 2-part competition focused on
advertising and its associated
discipline with a local non-profit

FACULTY'S DESIGN EXCELLENCE AWARD IN GRAPHIC & INTERACTIVE DESIGN YOUNGSTOWN, OH / 05.2015

Student Portfolio Review

EXPERIENCE

SR. MARKETING SPECIALIST / PAVARINI NORTH EAST / STAMFORD, CT / 03.2020 - PRESENT

- Collaborated with Operations, Business Development, Estimating, and Executive Leadership teams
- Prepared branded documentation, client presentations, and public advertisements
- Maintained Customer Relationship Management (CRM) platforms
- Kept internal website and intranet up to date via LiveTiles
- Co-managed the social media accounts for PNE with the regional marketing team
- Maintained relationships with clients and vendors

MARKETING SPECIALIST / SCHIMENTI CONSTRUCTION COMPANY / NYC - LA / 01.2018 - 3.2020

- Saw Schimenti through a 10-month Brand Refresh that included an updated logo and branding standards - New materials consist of: A modern and responsive website; Company and client brand books; Internal and external communications; Additional materials company-wide
- Worked closely with the Business Development, Sales, and Estimating teams to produce and manage qualification packages, RFIs/RFPs, and project team proposals
- Continuously updated the company Wordpress website with new content
- Connected with the Human Resource Department to expand on and create a more upbeat recruitment and on-boarding process to target potential candidates
- Worked with Information Technology to produce digital announcements to be displayed throughout the common areas in all Schimenti offices
- Managed company promotions, campaigns, and events
- Assisted in social media marketing
- Managed outsource vendor relationships
- Primarily based out of New York City and Connecticut but also supported the West Coast team located just outside of Los Angeles, California

FREELANCE GRAPHIC AND INTERACTIVE DESIGNER / 2015 - PRESENT

Built partnerships in CT, NJ, NY and OH for confidential and private clients, primarily focusing on printed and web based materials. Most recent non-private clients are listed below:

- Updated and maintained marketing materials for David Adam Realty of Westport. Assisted in both print and interactive materials for large account properties to local clients throughout the North East
- Expanded on the existing branding standards of Worth Property Group located in White Plains, NY - Revamped projects include: stationery, flyers, booklets, and email marketing campaigns
- Worked with an online bilingual technology group to create branding and marketing materials such as: a logo, social media pages, a website, and a client facing sales book
- Worked with Mack Media Group of Brookfield, CT to produce print and web based materials for Mack Media Group, Project Courage, and Vertex (internal and local client work)
- Worked efficiently with the sales team to provide creative solutions that supported company goals, mission, and culture for CAMBRIA Hotel & Suites of White Plains, NY
- Created a fun, unique, and stylish logo to establish brand identity of Shai & Co. of Brewster, NY

MARKETING MANAGER / RHYS / STAMFORD, CT / 09.2016 - 07.2017

- Created new templates to produce stylized materials within branding standards
- Designed personalized presentations to share with potential clients and buyers
- Continuously updated marketing material and content on Loopnet
- Developed email blast within Constant Contact and WhatCounts to blitz subscribers
- Managed marketing packages that include multiple stages (i.e.: tour books, maps, offering memorandums, flyers, mailers, email blast, and event invitations)

WEB DESIGNER (CONTRACTOR) / MEDIA ARTS CENTER / ORANGE, CT / 06.2016 - 03.2017

- Developed an interactive company website that is informative, meets business objectives, and assists with promoting the Media Arts Center video production services
- Worked with client directly to revise design concepts based upon company direction
- Maintained and edited the site based client needs

DESIGNER (TEMP) / YOUNGSTOWN DESIGN WORKS / YOUNGSTOWN, OH / 01.2016 - 05.2016

- Personally worked with new and existing clients to create design concepts based on their needs
- Researched the latest styles and trends to integrate the direction for each project request
- Produced concepts in multiple platforms, including but not limited to; printed materials and interactive programs, such as Wordpress
- Worked individually and within groups to produce high-quality, one-of-a-kind production

ART DIRECTOR (TEMP) / YOUNGSTOWN STATE UNIVERSITY / YOUNGSTOWN, OH / 11.2015 - 12.2015

- Managed design projects and visuals for multiple departments within the Youngstown State University College of Creative Arts and Communications
- Developed goals by communicating with team members to ensure accuracy and completion among dates agreed upon
- Lead our team to engage in brainstorming while keeping up-to-date with the latest trends and emerging technologies within the design field