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KATEPFAHL.COM

## EDUCATION

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

**SEO & Social Media Marketing  
and Creative Writing**  
Shaw Academy

**RELEVANT COURSE WORK**  
Introduction to Business, Marketing  
Practices and Marketing Concepts

## SKILLED IN

After Effects  
Binding & Printing Processes  
CRM Platforms - HubSpot & Salesforce  
Dreamweaver  
Edge Animate  
Email Marketing Platforms  
HTML & CSS  
Illustrator  
InDesign  
Lightroom  
Microsoft Office  
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

### MARKETING / FDAQRC / AUSTIN, TX - REMOTE / 08.2020 - PRESENT

- Gaining full control over marketing needs upon employment, a new identity was designed and implemented for FDAQRC - this included a new and simplified logo, a modern and responsive website, branding standards, and updated internal and external collateral
- Visualized, designed, and executed new forms of marketing materials and strategies in-house to increase leads, website visitors, internal interaction, etc
- Kept the website up-to-date on the front end by updating visuals and content, while also managing the backend by reviewing and analyzing visitor analytics
- Worked with Business Development to manage appearances at events
- Collaborated with Human Resources to promote company growth, new hires, and internal achievements
- Organized campaigns focusing on brand recognition to elaborate on company growth, services, event attendances, and promotional giveaways
- Created social media content by conducting industry research and conducting internal interviews

### 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
- Updated the company Wordpress website with new homepage sliders, landing pages, online forms, widgets, plug ins, photographs and more
- Connected with the Human Resource Department to continuously 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, events, and vendor relationships
- Assisted in social media marketing
- Primarily based out of New York City and Connecticut but also supported the West Coast team located in Los Angeles, California

### FREELANCE GRAPHIC AND INTERACTIVE DESIGNER / SINCE 2015

**Built partnerships with both public and private clients. Some recent projects are listed below:**

- Contracted to work with a private client on marketing strategy and designs for non-fungible tokens (NFT)
- 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 a 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 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 logos and/or starter websites for River Rock Resourcing, Pure Verde, and Bison Mechanical and more

### 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)

### 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

**FOR A FULL LIST OF EXPERIENCE AND ADDITIONAL DETAILS, VISIT KATEPFAHL.COM/RESUME**  
References provided upon request