



KATE PFAHL

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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

COURSE WORK

Introduction to Business, Marketing
Practices and Marketing Concepts

SKILLED IN

After Effects
Binding & Printing Processes
Constant Contact
Dreamweaver
Edge Animate
Elementor
HubSpot
HTML & CSS
Illustrator
InDesign
Lightroom
LiveTiles (Digital Signage)
Mailchimp
Microsoft Office
Photography
Photoshop
Salesforce
Slider Revolution
Splice (Video Application)
Squarespace
Wordpress
WP Bakery
22 Miles (Digital Signage)

HONORS AND ACHIEVEMENTS

CONSTRUCTION MARKETING
ASSOCIATION (CMA) AWARD / 2018
In recognition for company website,
RFP designs, and branding standards

"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

CREATIVE MARKETING & BRAND MANAGEMENT / FDAQRC / REMOTE / 08.2020 - PRESENT
HIRED AS A MARKETING GENERALIST AND PROMOTED TO MARKETING MANAGER IN 2022 TO OVERSEE DEPARTMENT AT FULL

- Led and directed a dynamic marketing team that drove exceptional results through strategic planning and creative thinking
- Championed brand management and corporate identity for the globally recognized company
 - Independently responsible for the design and implementation of the new logo, website, and branding standards set in 2021
- Effectively enhanced service awareness and brand recognition through collaboration with all departments that crafted impactful customer and client facing materials, including innovative campaigns across various platforms such as social media, email campaigns, website updates, corporate presentations, and more
- Executed comprehensive website enhancements, both visually and analytically, to optimize user experience, increase engagement, and drive traffic to the site
- Independently handled all aspects of video production, including filming, conducting interviews, sound captures, and start to finish editing
- Successfully improved social media status through an organic approach that relied on staying up-to-date on trends as well as being educated on the platforms and their algorithm
- Served as the Head of Conference Committee, organizing end-to-end event logistics for company appearances, including specific design and content request, meticulous planning, budget allocation, logistics management, and ROI assessments
- Collaborated with Human Resources to execute corporate campaigns that highlighted company growth, achievements, and unique value propositions to increase internal recruitment efforts
- Led the Employee Engagement and Retention program, driving a vibrant company culture through initiatives such as open table conversations, cup and flower funds, happy hours, lunch & learns, and more

GRAPHIC, INTERACTIVE, AND MARKETING STRATEGIST / INDEPENDENT WORK / 2015 - PRESENT

- Tailored creative deliverables to meet specific requirements and team preferences with precision and flexibility dependent on marketing initiatives, brand awareness objectives, and overall goals
- Crafted comprehensive marketing collateral, including website designs, email campaigns, print materials, and content creation for a diverse clientele across multiple industries
- Effectively managed and prioritized multiple accounts simultaneously, ensuring a seamless workflow and timely completion of tasks

RECENT CLIENT SPECIFICS

- Specifically requested to work on projects with GMW Management due to professionalism, time management, and overall marketing and design industry knowledge and advanced skill set
- Updated and maintained marketing materials for David Adam Realty; assisted in both print and interactive materials for both their large and local client accounts throughout the Northeast
- Expanded on the existing branding standards of Worth Property Group of White Plains, NY - revamped materials included: stationery, flyers, booklets, and email marketing campaigns
- Worked with an online bilingual technology group to create and invent their brand identity and outline marketing initiatives
- 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, Bison Mechanical, Activate Law and more

MARKETING SPECIALIST / SCHIMENTI CONSTRUCTION COMPANY / EAST & WEST COAST LOCATIONS / 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, and additional creative materials company-wide
- Enhanced the brand identity and messaging through direct collaboration with executive leadership and copywriters, ensuring a cohesive and compelling narrative
- Worked closely with the Business Development, Sales, and Estimating teams to craft qualification packages (RFIs/RFPs) prepared for high-end luxury clients
- Revamped the company's website by implementing new homepage sliders, landing pages, online forms, widgets, plugins, and photography updates
- Partnered with the Human Resources Department to revitalize the recruitment and on boarding process, focusing on attracting potential candidates with a more engaging approach
- Worked alongside the Information Technology team to create digital announcements that were displayed across all offices' common areas
- Oversaw company promotions, campaigns, events, and vendor relationships, ensuring effective management and coordination
- Contributed to social media marketing efforts by providing design, photo, and video editing support
- Provided support across all three office locations, ensuring each location requests were promptly addressed as needed

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