



KATE PFAHL

GRAPHIC / INTERACTIVE DESIGNER

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katepfahl.com

SKILLED IN

- After Effects
- Captive
- Dreamweaver
- Edge Animate
- HTML & CSS
- Illustrator
- Handmades
- InDesign
- Joomla
- Lightroom
- Lithography
- Photography
- Photoshop
- Screen Printing
- Wordpress

HONORS AND ACHIEVEMENTS

**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**

Junior Portfolio Review

MEMBERSHIPS

AIGA / 03.2016
Pittsburgh AdFed / 09.2015

REFERENCES

Provided upon request

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

EXPERIENCE

MARKETING SPECIALIST / SCHIMENTI CONSTRUCTION COMPANY / CT & NYC / 01.2018 - PRESENT

- Saw Schimenti through a 10 month Brand Refresh that includes 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 much more
- Works closely with the Business Development and Sales team to produce and manage qualification packages, RFIs and RFPs
- Connects with the Human Resource Department to continuously expand on and create a more upbeat recruitment and on-boarding process to target potential candidates
- Manages company promotions, campaigns and events
- Assists in social media marketing
- Manages outsource vendor relationships

FREELANCE GRAPHIC AND INTERACTIVE DESIGNER / WILTON, CT / 07.2015 - PRESENT

- Updates and maintains marketing materials for David Adam Realty of Westport. Assist 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 FEI Long Island to design a layout for a series of email blast for Kaufmann & Associates, LLC located in Hauppauge, NY
- Created stationery templates for Sherpa Software of Pittsburgh, PA
- Worked with Mack Media Group of Brookfield, CT to produce print and web based materials for Mack Media Group, Project Courage, and Vertex
- Working 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 or in existing 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 assist to promote their services
- Worked with client directly to revise design concepts based upon company direction
- Maintained and edited the site based client's 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 productions

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, staying up-to-date with the latest trends and emerging technologies within the design field