



katiemarshalldesign.com

Katie Marshall

Advertising | Brand Strategy | Design

CONTACT

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PORTFOLIO

katiemarshalldesign.com

EDUCATION

B.A. in Advertising & Marketing
Certificate in Interactive Digital Media

Webster University 2011

School of Communications
Departmental Honors; Cum Laude

SOFTWARE

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere Pro

Adobe Bridge

Adobe Lightroom

Adobe Acrobat

Sketch

Webflow

Squarespace

Invision

FlowMapp

Trello

Figma

Frame.io

Filestage

Mailchimp

Hubspot

Basecamp

iWork Suite

Microsoft Office Suite

Google Workspace

PROFILE

Creative professional with 14+ years of experience in the marketing and advertising industry, developing iconic brands, improving user experience, and driving consumer awareness, engagement, and preference for local, regional and national corporations. Successful in applying innovative ideas through conceptual creative campaigns to meet client objectives and build a competitive advantage.

EXPERIENCE

Senior Art Director

Designsensory | 2018 - Present

- Guided and mentored a junior creative and production team to steer strategic direction, ensure adherence to quality standards, and maintain brand consistency.
- Partnered with senior management to foster collaboration across design, content, media, and technical teams, as well as external stakeholders like producers, photographers, vendors, printers, and publishers.
- Spearheaded brand strategy initiatives and executed comprehensive corporate communications, encompassing brand identity elements, advertising, print collateral, and immersive digital experiences across various platforms including social media, podcasts, websites, mobile platforms, and email marketing.
- Demonstrated a nuanced understanding of audience empathy and client business objectives, translating them into balanced and thoughtful solutions.
- Crafted creative campaigns that elevate brands, drive awareness, develop tone, tell stories, and captivate audiences.
- Delivered engaging internal and client-facing presentations.
- Communicated with account and project managers to ensure creative meets client's objectives, budget, and timeline as well as followed up with research and media teams to track campaign metrics and evaluate performance.
- Consistently achieved high conversion and brand awareness by optimizing UI/UX of websites, microsites, and other digital media.

Brand Successes: HGTV, Food Network, State of Tennessee Economic Development, South Dakota Economic Development, CollegeForTN, Old Dominick Distillery, Explorable, Staylist, Zoo Knoxville, Lokar, Gatlinburg Skylift Park, Greenwood Tourism, Knoxville Chamber, Gatlinburg CVB

Senior Art Director

Kuhl Swaine | 2016 – 2018

- Led ideation and creative for cross-platform branding including brand identity, social media management, website design, and print media.
- Directed photography and video asset development for use in social media, print advertising, and website creation.
- Collaborated with copywriters to develop engaging social media content.
- Executed on-premise and promotional activations including events, sales promotions and gaming.
- Designed product and packaging concepts.
- Developed creative and conceptual tactics for new business pitches.

Brand Successes: Old Forester, Bass Pro Shops, St. Louis Blues, Anheuser-Busch, Wonders of Wildlife Museum, Independent Pet Partners



SKILLS

Art Direction
Creative Strategy
Coaching & Mentoring
Branding & Identity
Print Design & Production
Packaging Design
Illustration
Digital Manipulation
Web Design
UX/UI
CSS & HTML
Wireframing
Project & Time Management
Communication & Presentation

RECENT AWARDS

2023 Addys Best of Show

Integrated Campaign

Old Dominick

35th Midsouth Emmy Award

Community/Public Service Campaign

Tennessee Department of Economic
& Community Development

2021 Addys Best of Web

Website

Old Dominick

2021 Addys Knoxville Best of Branding

Branding

TN Aquarium Conservation Crew

2020 Addys Knoxville Best of Show

Launch Campaign

Staylist

2020 Addys Knoxville Best of Platform

Brand Launch Campaign

Staylist

EXPERIENCE continued

Interactive Digital Director

Hoffman Lewis | 2012 - 2016

- Responsible for UX/UI design for web and app development, interactive media, and digital strategy.
- Worked closely with technical teams to execute websites and applications through ideation, wireframe, design, and development phases.
- Developed digital ads and rich media including animated digital.
- Produced interactive web experiences/tools.
- Continued experience with traditional mediums including out-of-home and print.

Brand Successes: Touchstone Energy, Missouri Division of Tourism, McDonald's, Toyota, St. Louis CVC, Lambert International Airport

Designer

Schupp Company | 2010 – 2012

- Executed on-premise promotions including print signage, product design, and promotional materials.
- Ideated event activations and promotional marketing including sweepstakes, sales promotions, on-premise events and gaming.
- Collaborated with senior management on new business pitches.
- Assisted in the intern program, overseeing creative and assisting with onboarding.

Brand Successes: Miller Coors

Freelance Designer

Katie Marshall Design | 2008 – Present

- Proven track record of fostering long-term client relationships, some spanning over a decade, through clear communication, trust-building, and delivering results that align with client visions and objectives.
- Proficiency in managing projects from inception to completion, including scoping, budgeting, scheduling, and ensuring timely delivery while adhering to client specifications.
- Capacity to adapt to diverse project requirements, timelines, and client preferences, while maintaining creativity and quality in deliverables.
- Adept at tailoring design solutions to accommodate budgets of all sizes, maximizing value and impact while maintaining cost-effectiveness and efficiency.

Brand Successes: Hatley Pointe, Think Snow, Coffee Ridge, Songbird, MOHI Brewing, Smoke & Timber, Dolgins Jeweler, 200 Below, All Paws Rescue, Classic Car Studio, DC Blocks, Miles Against Melanoma, Nell One, Since&Swade, School of Rock, Strange Donuts