

# KATIE KIRKTON

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## EXPERIENCE

### INDIANA CPA SOCIETY ▪ CREATIVE MANAGER

*March 2018 – Present*

- + Oversee the planning, content preparation, design and production of all print and electronic materials and manage the Society's brand
- + Manage graphic designer and communications coordinator
- + Manage all Communications department project deadlines
- + Serve as managing editor of *Connect* magazine and facilitate content and design development
- + Prepare the printing and postage budgets
- + Coordinate photography and videography at events and provide creative direction for video development

### INDIANA CPA SOCIETY ▪ GRAPHIC DESIGNER

*July 2017 – March 2018*

- + Redesigned the Society's logo and led rebrand, which included a new color palette, tagline and brand guidelines
- + Designed print and digital materials for the Society, including printed magazine, e-newsletters, website graphics, ads and event signage, while ensuring brand consistency
- + Worked directly with print and trinket vendors; prepared and sent press-ready files

### FREELANCE GRAPHIC DESIGNER

*October 2007 – Present*

- + Clients include Otterbein University, Ashland Theological Seminary, Tenet Healthcare and Heartland Intervention

### RAYBOURN GROUP INTERNATIONAL ▪ DIRECTOR OF MARKETING AND MEMBER COMMUNICATIONS

*July 2014 – July 2017*

- + Oversaw all marketing, design, branding and communication activities for the Indiana Society of Association Executives (ISAE)
- + Managed email and digital marketing campaigns and maintained marketing calendar
- + Oversaw website and mobile app content, design and usability; maintained and regulated content for ISAE's blog and editorial calendar
- + Updated and maintained social networking sites
- + Managed ISAE volunteers as staff liaison for volunteer committees
- + Worked with Board of Directors to execute strategic plan
- + Supervised administrative assistant, interns and vendors

### MDWISE ▪ MARKETING GRAPHIC DESIGNER

*February 2010 – July 2014*

- + Created and designed print and web materials for health care marketing promotions, school programs, advertisements, events and corporate communications while ensuring brand consistency

## EDUCATION

### UNIVERSITY OF INDIANAPOLIS

*August 2004 – May 2008*

- + B.F.A. in *Visual Communication Design*
- + Minor in *Art History*
- + Summa Cum Laude

## SKILLS

- + Extremely proficient in Adobe InDesign, Illustrator & Photoshop, Microsoft Office, Hubspot, Asana, Basecamp and proofreading/copywriting
- + Comfortable on both Mac and PC platforms
- + Skilled photographer

## RECOGNITION

- + Part of team to receive 2019 Indiana Society of Association Executives Innovative Communications Program STAR Award for content strategy
- + Part of team to receive 2018 Indiana Society of Association Executives Golden Shoestring STAR Award for e-newsletters
- + Intercollegiate YMCA 2018 Volunteer of the Year