







# KATELYN DAUGHETY

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## PROFESSIONAL SKILLS

- Adobe Acrobat
- Adobe Creative Suite
- Advertising
- Branding
- Color Theory
- Communication
- Digital Media
- Event Planning
- Layout Design
- Leadership
- Logo Creation
- Microsoft Office
- Photo Editing
- Print Knowledge
- Project Management
- Social Media
- Spacing
- Storyboarding
- Strategic Planning
- Typography

Feb 2023 - Jan 2024

Nov 2021 - Sept 2022

Dec 2020 - May 2021

2018 - 2020

## WORK EXPERIENCE

### Graphic Designer

Southwestern Baptist Theological Seminary, Fort Worth, TX

- Design a variety of quality print and digital collateral as needed
- Collaborate with photographers, editors, and clients to ensure the quality and consistency of graphic content
- Create graphics that effectively depict the desired message that align with the communication strategies and brand guidelines

### Communications Coordinator

The Magdalen House, Dallas, TX

- Produce relevant and effective print proofs and visuals
- Maintain brand guidelines across all agency materials
- Fulfill requests for collateral items used both internally and externally
- Create logos, art, promotional materials, merchandise, invitations, and other event-related deliverables
- Edit soundbites and create digital designs for social media distribution

### Marketing PR Coordinator/ Graphic Designer

The One Esca Group, Plano, TX

- Coordinate the delivery of promotional assets from start of post-production to multi-platform delivery
- Creating and overseeing social media content and customer response
- Planning/coordinating events and engaging with influencers to create brand awareness
- Coordinating internal and external events to fully implement marketing initiatives
- Analyze sales trends and be able to identify and explain individual store sales variances

## EDUCATION

### BFA, Graphic Design

Stephen F. Austin State University