



katie malone

katie.malone8@gmail.com • 763.218.7439 • www.katiemmalone.com



EXPERIENCE

● —————
OCT 2014
PRESENT

freelance

GRAPHIC DESIGNER | MARKETING STRATEGIST

- Create online graphics and print collateral to enhance brand consistency / awareness
- Build and execute digital marketing campaigns to increase traffic, prospects and conversions

● —————
JUNE 2013
DEC 2014

financial social media

DIGITAL MARKETING DIRECTOR

- Produced and managed integrated communications to increase targeted awareness, traffic and leads through organic and paid social, email marketing, websites, live events/webinars, SEO, etc.
- Created, managed and updated internal WordPress websites
- Designed all print and online marketing/ sales collateral for FSM and clients

● —————
JUNE 2012
JUNE 2013

financial social media

DESIGNER

- Designed graphics for social media platforms and created marketing collateral
- Created and managed custom WordPress websites
- Developed custom logos and branding for clients

● —————
NOV 2011
APRIL 2012

vail resorts [epicmix]

PHOTOGRAPHER

- Photographed and interacted with hundreds of Vail Resort guests every day
- Top selling photographer for Vail mountain

● —————
OCT 2010
SEPT 2011

sodexo

DESIGN & MARKETING ASSISTANT

- Designed all logos, menu boards and promotional posters, which increased sales for multiple brands
- Managed social media platforms
- Worked with marketing director to analyze marketing results and sales growth



EDUCATION

bachelor of arts

UNIVERSITY OF DENVER

Major: Electronic Media
Arts Design

Minors: Marketing and Business
Administration

GPA: 3.88 magna cum laude

study abroad

UNIVERSITY OF CAPE TOWN

Tutored and mentored at an orphanage for 4 months



SKILLS

ADOBE

Photoshop	● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ●
InDesign	● ● ● ● ● ● ● ●
Dreamweaver	● ● ● ● ● ● ● ●

MICROSOFT

Word	● ● ● ● ● ● ● ●
Powerpoint	● ● ● ● ● ● ● ●
Excel	● ● ● ● ● ● ● ●

OTHER

WordPress	● ● ● ● ● ● ● ●
Infusionsoft	● ● ● ● ● ● ● ●
Google Analytics	● ● ● ● ● ● ● ●
Hootsuite	● ● ● ● ● ● ● ●
Hubspot	● ● ● ● ● ● ● ●
*Mac & PC literate	

