

# Katelyn Wood

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(973) 727-5308

## Marketing and Graphic Design Professional

Creative professional with 7+ years of experience and success in Graphic Design, Web Design, Marketing, Digital Marketing, Photography, Social Media, Analytics, SEO and Content writing.

### Areas of Expertise:

- *Graphic Design*
- *Digital Marketing*
- *Social Media Marketing*
- *Email Marketing (Constant Contact, Mad Mimi, Mail Chimp)*
- *Google Analytics*
- *Content Writing/Copywriting*
- *Microsoft Word*
- *Microsoft Powerpoint*
- *Microsoft Excel*
- *Microsoft Outlook*
- *Adobe Photoshop*
- *Photography*
- *Photo Editing & Retouching*
- *Adobe Illustrator*
- *Adobe Rush*
- *Adobe Indesign*
- *Typography*
- *Adobe After Effects*
- *Videography*
- *Video Production*
- *GoPro / Nikon*
- *Survey Monkey*
- *Wordpress*
- *Web Design (html, html5, Bootstrap, CSS/PHP)*
- *WIX*
- *Search Engine Optimization (SEO)*
- *Hubspot*
- *HotJar*
- *Vimeo*
- *Canva*
- *Clickup / Asana*
- *Google Ads*

### Professional Experience:

Isolatek International 2014 - Present

#### **Graphic Design and Marketing Specialist / Stanhope, New Jersey**

As graphic design and marketing specialist I create all corporate branding and presentation designs. Maintain all technical datasheets, sales and marketing collateral, binders, and website content. Update, and modify presentations to portray Isolatek International's mission statement. Coordinate the editing and printing of all corporate and marketing materials. Create and update all product packaging for Isolatek's pail and bag labels. Compose and send all marketing e-blasts to send new and vital information to all architects and recognized applicators. Send out customer service surveys to all recognized applicators. Maintain, compose and update website content. Monitor the website's SEO, analytics and google ads for leads and results. Compose and launch all blog posts. Compose and post all content on social media. Provide all photography and videography as requested by the sales and marketing team. Edit and create marketing and application videos to instruct our followers on the best practices of fireproofing. Monitor AEC Daily for all leads. Create, purchase and send all merchandise, marketing collateral and booths to conventions. Coordinate purchase and distribution of all Isolatek merchandise to sales team. Create all awards for HR department. Purchase and distribute all holiday cards to be sent out.

## Bergen Regional Medical Center 2012 - 2014

### **Graphics Coordinator / Paramus, New Jersey**

Maintain updated back up files on graphics computer. Kept a monthly log and project book of all departmental requests. Coordinated accurate and timely creation of all forms, business cards, letterhead and posters utilized throughout the Medical Center. Provided photography at hospital events as requested. Designed and maintained all medical forms for hospital records, managed flow, and traffic for all projects within the department. Assists the Department Director and Vice President as requested. Design all fliers, posters, signs, and forms to inform patients of the established departmental policies and procedures, objectives, quality assurance program, safety, environment, activities, and infection control standards in the Medical Center.

## AT&T 2011 – 2017 (Freelance)

### **Graphic Designer / New Jersey**

I was asked by AT&T to create logos, tee-shirts, and banners for their yearly charity event. AT&T and Junior Achievement participants raise money and enjoy two hours of fun-filled bowling, food, and prizes! Bowl-A-Thons can take place at any time and are usually sponsored by individual companies for their employees to participate in. Last year, JA Bowl-A-Thons generated over \$1.3 million that is used to prepare New York City and Long Island students to thrive in the 21st-century workplace and global economy by inspiring a passion for free enterprise and entrepreneurship and instilling an understanding of personal financial literacy.

## Education:

Centenary College - Bachelor's Degree Graphic Design and Multimedia arts. Minor in Marketing

## Licenses & Certifications

After Effects CC 2018 Essential Training: The Basics, Content Marketing Foundations, Google Analytics Essential Training, Lead Generation Foundations, Learning Google Tag Manager, Online Marketing Foundations, Become an SEO Expert, Learning Motion Graphics (2015), Local SEO, SEO: Keyword Strategy, SEO: Videos, Making Sense of the CSS Box Model (2015), SEO Foundations, Writing with Flair: How to Become an Exceptional Writer, Content Marketing Foundations, Premiere Pro CC 2018 Essential Training: The Basics (2018), WordPress 4 Essential Training, WordPress: Building Child Themes