

# CATIE FROMKNECHT

*Marketing & Design*

## PROFILE

Seeking a position to work with a team providing marketing expertise. I specialize in creating, designing, and implementing marketing strategies using a combination of print and interactive designs in addition to social media management.



150 WIREGRASS LANE  
SOUTHERN PINES NC



CATIEFROMKNECHT@GMAIL.COM



850.218.4795



## EDUCATION

BS Business Administration Marketing  
Western Governor's University  
(expected completion 2020)

Graphic and Interactive Design  
Valencia College, 2012

## CERTIFICATIONS

ADOBE PHOTOSHOP  
ADOBE INDESIGN  
ADOBE ILLUSTRATOR  
ADOBE LIGHTROOM  
MICROSOFT WORD  
MICROSOFT EXCEL  
SEARCH ENGINE OPTIMIZATION

## EXPERTISE

WEB DESIGN  
GRAPHIC DESIGN  
SOCIAL MEDIA MARKETING  
PHOTOGRAPHY  
EDITING  
CONTENT CREATION

## EXPERIENCE

### INKITSCH CREATIVE STUDIO

- Worked directly with small businesses to develop personalized marketing plans.
- Consulted with clients on the most appropriate design options based on their overall marketing goals and ensured cohesiveness in all aspects of their brand.
- Designed, developed and maintained web sites.
- Offered business and personal photography services including product photography, headshots, and event photography.

### VISIONARY TECHNOLOGY & DESIGNS

- Worked under the lead developer to design websites and digital marketing materials in a variety of formats, including banner advertisements and email blasts.
- Managed all aspects of print design, from creation to coordinating with printers.
- Provided photography services to businesses as needed in order to ensure quality designs.
- Coded/developed custom websites.

CCO

FLORIDA

2014-PRESENT

VTD, INC

FLORIDA

2012 - 2015