


KATHLEEN DAVIS



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Atlanta, GA 

KathleenDavisDesign.com 

EDUCATION

B.A. IN ADVERTISING
University of Alabama
2008 - 2011

AWARDS

BEST USE OF NATIVE
ADVERTISING
2014 - Digiday

MOBILE HACK-A-THON
FIRST PLACE
2012 - The Weather Channel

KEY SKILLS

InDesign

Illustrator

Photoshop

After Effects

Video Shoot Setup

Content Development

Budget Management

Social Media Strategy

Client Management

Team Leadership

PROFESSIONAL PROFILE

I am an award-winning strategic marketing professional with nine years of experience producing high-level campaigns for global brands including The Weather Channel, Home Depot, and Yamaha Motorsports/Watercraft. With a background in data-driven strategy, I have led successful company initiatives from concept to delivery. I am a versatile creative with a portfolio that consists of everything from web/social strategy to print campaigns.

EXPERIENCE

DIGITAL GRAPHIC DESIGNER

Arthritis Foundation / Atlanta / 2018 – Present

Led analytics-driven social media and messaging campaigns.

- Collaborated with content team to translate technical information into visuals
- Developed a new user-generated content strategy to tell a story on our social platforms that met our goals and brought in new engagement
- Print design: medical brochures and event promo pieces
- Digital design: social media, web images and ads
- Collaborated with PR team to develop brand messaging
- Created social media content
- Video production

CREATIVE SERVICES MANAGER

Fain & Tripp / Atlanta / 2015 – 2018

Responsible for all creative production including website graphics, digital ad campaigns, social media content, general branding and print.

- Created marketing plans for Yamaha dealers across the US
- Responsible for executing marketing plans for Yamaha corporate
- Print design: showroom POP, product brochures and mail pieces
- Digital design: email newsletters, social media graphics, web promos
- Worked with corporate Yamaha brand to produce localized graphics and video for dealerships across the nation

SENIOR DESIGNER

The Weather Channel / Atlanta / 2011 – 2015

Collaborated closely with art directors, designers and developers to create graphics for weather.com and TWC's mobile app.

- Digital design: presentation design, custom ads like branded backgrounds, banner ads and product design
- Lead pre- and post-sale strategy for ad creative
- Managed an international freelance team
- Worked closely with sales and ad products teams to develop and design custom takeovers on mobile and web