

Katie Farello

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Versatile marketing-minded Graphic Designer with 5 years at a tech startup, serving as the sole graphic designer. Proficient in designing for a wide range of print and digital mediums, specializing in presentations, reports, social, email, event branding, and video editing. Recognized for diverse skill set, ability to thrive in fast-paced environments, and effectiveness in cross-team collaborations. Seeking a creative role where I can leverage my design and marketing expertise to amplify brand impact across mediums and drive meaningful engagement, growth, and conversion.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer December 2018 - Present

- Logo and Digital Ads for The Muse Group | 2024
- Branding and Website Design for Yellow Brick Advisors | 2020-2021
- Website Design for Little Loves Boutique and Just Beautiful Boutique | 2020
- Social Ads and Sales Sheets for Industrious | 2019

Creative Marketing Manager May 2021 - March 2024

Design and Marketing Associate March 2019 - May 2021

Fairygodboss / The Muse (Remote)

- Designed compelling digital and print collateral across various channels, including presentations, sales sheets, emails, reports, social media, landing pages, templates, and animated product videos to enhance marketing efforts with a 100% on-time project delivery rate
- Partnered closely with Sales, Product, and Content teams to deliver customized graphics and ensure brand consistency across all platforms
- Managed the end-to-end production of digital video and podcast content for Fortune 1000 clients, consistently exceeding performance quotas and delivering over \$500,000 of recognizable revenue per year
- Planned and executed bi-annual virtual conferences, attracting 4,000+ attendees, 40+ prominent speakers, and 10+ sponsors; Organized weekly webinars for enterprise clients aimed to grow their brand awareness
- Led marketing team in the development and execution of a strategic marketing plan for quarterly Resume Drop events, resulting in a 90% year-over-year increase in the average number of resume submissions
- Analyzed and leveraged event, digital content, and marketing campaign data to deliver actionable insights to clients and leadership
- Trained and provided guidance, support, and feedback to one direct report and freelancers as needed

Founder / Designer May 2015 - March 2019

KT Farello Designs

- Self-managed entrepreneurial business selling all-over print wearables and accessories designed using Adobe Photoshop and Illustrator
- Generated \$70,000 in total revenue in 4 years through retail partnerships, an e-commerce website, and the Redbubble digital marketplace

SKILLS

Print Design

Web Design

Layout and Composition

Presentation + Template Design

Email Marketing

Social Media Design

Logo Design + Branding

Video Production + Editing

Project Management

Data Analysis

Adobe Creative Cloud:

Photoshop, InDesign,

Illustrator, After Effects

Microsoft Office, Google G

Suite, Apple iWork

Google Analytics

Looker Studio

Wix / Squarespace

Canva

Sketch / Figma

Paid & Organic Instagram,

LinkedIn, Facebook, YouTube

Sendgrid / Mailchimp / Marketo

EDUCATION

Graphic Design Certification

Shillington School of Graphic Design – December 2018

3-month full-time intensive, industry-driven training and certification program

Bachelor of Science in Management

Tulane University – May 2018

Marketing and Management, Digital Media Specialization

Leadership Scholarship

Recipient; Dean's List