



# KATHERINE VICE

## Corporate Marketing & Graphic Design



### About me

**A creative designer that understands the business side of things.**

A results-driven business professional with over 14 years of creative marketing experience, including graphic design, corporate marketing communications and brand management. A versatile team-player with the ability to think both creatively and strategically in order to focus on daily responsibilities, while keeping the big picture in the forefront - all while maintaining a positive attitude and staying calm under pressure.

Able to multi task and manage firm timelines/deadlines as well as outside vendors, photographers, developers, printers, freelancers and trade publications.

### Contact

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### Experience

#### ADP®

##### GRAPHIC DESIGNER

2013 - 2016

The Lead creative designer serving sales and marketing for 5 business units with sophisticated printed and digital materials. Created brand identity to be incorporated into client facing/internal communications.

*\*Rebranded over 200 client facing materials 4 times in 5 years as the company transitioned its identity from The RightThing to ADP.*

Designed highly visible special projects including: tradeshow booths, custom C-level presentations, toolkits, brochures, business cards, proposals, flyers, interactive newsletters, thought leadership, white papers, videos, infographics blogs and websites.

#### The RightThing®, an ADP Company

##### GRAPHIC DESIGNER AND MARKETING SPECIALIST

2010 - 2013

Effectively brought all advertising activities in-house from campaign conception to design, execution and analysis. Designed website mock-ups for web development/IT implementation.

*\*Saved over \$90,000 in annual agency fees for advertising and web design and cut production time in half.*

Designed responsive mobile and web pages for the latest version of Hiring Manager recruiting software using UX and UI best practices.

Successfully established a social media presence for the LATAM and UK Regions to help position the company as a leading global recruitment process outsourcing business.

#### ShopperTrak®, a Tyco® Company

##### MARKETING MANAGER

2007 - 2010

Managed company's brand to maintain a consistent and purposeful image throughout all product lines, promotional materials and events. Identified marketing communication plan in support of revenue goals, including lead generation, client materials and targeted advertising. Facilitated new product launches in coordination with product managers. Managed trade shows and special events.

*\*Created a direct marketing and email campaign that helped generate an additional \$1,000,000 in new business revenue.*

*\*Developed an exceedingly profitable sponsorship program that covered costs associated with hosting a first class client conference.*



## Skills/Traits

- Creativity
- Vision
- Attention to Detail
- Flexibility
- Innovation and Originality
- Inspiration
- Deadline-Oriented
- Team Player
- Effective Communication
- Organization
- Fluent in Spanish
- Compassion
- Positive - Glass Half Full Attitude



## Expertise/Passion

- Graphic Design
- Marketing
- Advertising
- Brand/Identity
- Data Visualization
- Packaging
- Art Direction
- Layout Print/Web
- UI and Mobile UI
- Familiar with HTML and CSS
- SEO and Google Analytics



## Software

- Adobe CS5 Creative Suite
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Microsoft Office Suite
- Word
- Excel
- PowerPoint
- Animoto Videos
- Vimeo Video Hosting
- Salesforce CRM



## Experience Continued

### **ShopperTrak Continued -**

#### **MARKETING & COMMUNICATION SPECIALIST**

2007 - 2010

Provided support in both marketing and sales activities such as the development and implementation of both an internal and external email and direct mail infrastructure; The creation of all company literature and materials, and standardization of all sales and marketing communications.

*\*Led corporate website redesign project from RFP, scope, vendor selection, requirements, development, testing and implementation. Responsible for content development and copyrighting. Project completed on time and under budget.*

*\* Conducted market research, competitor analysis and determined ROI for products, services and events.*

*Supervised the purchase of advertising in National guides, web and trade publications.*

### **Positive Identification**

#### **SALES & MARKETING MANAGER**

2000-2004

Supported sales team and president with sales and marketing efforts including lead generation, cold calling, presentations and proposals. Responsible for budgets, accounts receivable/payable and sales reporting.

*\*Developed an alliance with Polaroid and Fuji Films to become their leading Midwest distributor for identification products.*

*\*Established a General Services Administration (GSA) government agency relationship that generated an annual revenue in excess of \$400,000 and over 60 new customer accounts. Also negotiated favorable price margins with key vendors.*

### **Freelance Design**

#### **CREATIVE ENTREPRENEUR**

Present

Develop concepts, consultation, direction and execution of design from conception to delivery. Tailored solutions to accommodate a wide range of client needs.



## Education

### **Purdue University**

West Lafayette, IN

BA, Communication with a concentration in Public Relations

1996 - 2000

References Available Upon Request