

# Kate Norris

## Marketing Manager

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### WORK HISTORY

**Patterson Animal Health / Animal Health International,**  
Greeley, Colorado — *Marketing Manager - Digital* June 2016 - PRESENT

Digital Marketing, Inbound & Outbound Marketing, SEO, Develop, Create and Maintain 13 websites, including 3 eCommerce websites, Project Management, Manage Employees

**Animal Health International,** Greeley, Colorado — *Webmaster/Web Designer and Graphic Designer* October 2011 - June 2016

Website design, Print Design, Digital Design, Video Editing

**Blue Kat Design Studio,** Tucson and Phoenix, Arizona and Denver, Colorado — *Graphic Designer / Owner* May 2000 - Present

Print and Digital Design, Website Design

**In and Out Anthem,** Anthem, Arizona — *Graphic Designer (Contract)*

**April 2007 - July 2007**

Publication Layout and Design

**Quality Entrepreneur Services,** Phoenix, Arizona —  
*Senior Graphic Designer* July 2004 - April 2007

Print Design

### EDUCATION

**Arizona State University,** Mesa, Arizona — *Masters of Science*

**Graduation Pending Completion of Applied Project**

Major: Graphic Informational Technology

**University of Arizona,** Tucson, Arizona — *Bachelor of Fine Arts*

**December 2000**

Major: Visual Communications, emphasis in Illustrations and Graphic Design

### SKILLS

Digital Marketing  
SEO  
Social Media  
Project Management  
Web Design  
Video Editing  
Graphic Design  
Business Development  
Personnel Management

### COMPUTER SKILLS

#### Macintosh and PC Platforms:

Adobe Photoshop  
Dreamweaver  
Adobe InDesign  
Adobe Illustrator  
Premiere  
After Effects  
Microsoft Power Point  
Microsoft Word  
Excel  
Adobe Acrobat  
Quark Express

### Web Skills

HTML  
CSS  
Content Management Systems  
(Wordpress, Kentico, Orchard)  
JavaScript  
Computer Programming

# University of Arizona, Tucson, Arizona – *Bachelor of Science*

May 1997

Major: Animal Science, emphasis in Industry

## EXPERIENCE

### Marketing

- Develop and implement company website SEO
- Develop and implement company website Digital Marketing strategy in alignment with company goals
- Set a social media plan, including Facebook, LinkedIn, Blogs, etc.
- Email Marketing plan and design

### Websites

- Manage and maintain multiple eCommerce websites at one time
- Manage, maintain and create 13 plus websites at one time, including 3 eCommerce websites
- Newspaper and E-commerce web site inventory maintenance
- UX design of websites and apps

### Design

- Advertising material including business cards, flyers, postcards, CD labels, self-promotional stickers and decals, newspaper advertisements, corporate logos, illustrations, posters, T-shirts, movie slides, invitations and international magazine advertisements
- Custom point-of-purchase banners, decals, displays, floor graphics, magnets, signs, license plates, back window vehicle, displays and yard signs
- Custom vehicle decals for individuals and business customers

### Layout

- Generated three deadline driven weekly newspapers as well as monthly and yearly special sections
- Developed and designed weekly lifestyle magazines

### Production

- Prepared newspaper pages for 4-color process printing
- Readied vector design projects for edge, large format and screen printing, computer cut images using Gerber Omega software and projects incorporating scoring, die-cutting, laminating and decal application

### Organization

- Owned and operated a successful business, set up accounting and billing systems
- Created of art department for small printing company
- Organized creative department priorities of national print production company

- Worked with sales representatives via phone, E-mail and face-to-face contact to ensure project completion and correctness including design proofreading and image quality
- Coordinated final project layout and design with vendors and clients including cost estimates, image quality proofing and printing to ensure efficient and correct project completion
- Trained of new employees

### **Customer Service**

- Initiated discussion of new product information during routine follow up calls with existing and new customers resulting in a successful full time freelance graphics business
- Responsible for delivering superior customer services in all customer interactions for a client list of 34 major clients, as well as vendors, while maintaining the needs of the daily operations of a small business.

### **References:**

*Available Upon Request*