

KATIE WOOD

ktwooddesign.com

communications director / bread baker / disco ball enthusiast

work experience.

July 2018 to date

Director of Communications

Lifepointe Church

- / Oversaw work flow of all incoming creative communication requests for 4 church sites
- / Utilized Facebook Advertising and Google SEO to promote Sunday Services and various church events
- / Tracked Online Church performance using Google Analytics to determine next steps for promotion and advertising

October 2018 to July 2018

Marketing Coordinator / Graphic Designer

Carroll Companies, Inc.

- / Managed work flow of all incoming creative requests for 4 companies within Carroll Companies, Inc.
- / Created promotional designs intended for print, email, and soft good production
- / Organized and photographed all lifestyle, product, and reference photo shoots for four companies

May 2018 to August 2018

Summer Kitchen Intern

Frontier Ranch - A YoungLife Camp

- / Managed 24 volunteer cooks
- / Oversaw food preparation to ensure safe and appealing meals
- / Prepared three meals a day for average serving size of 600
- / Constructed special diet meal plans

January 2018 to May 2018

Graphic Designer / Web Development Intern

YoungLife Latin America / Caribbean

- / Cleared out and re-built the YLLAC mSite
- / Worked alongside two other interns to ensure cohesion across all digital platforms
- / Utilized Adobe Creative Suite to create informational design for fundraising

April 2017 to May 2018

Sales Associate / Photographer / Web Designer

Lililu on King

- / Redesigned online store using Shopify
- / Photographed models for social media, website, and promotional use
- / Online store featured in Oprah Magazine in July 2017

hi!

I am the Director of Communications at Lifepointe Church. I manage the work flow of all creative communications requests for four church sites. One of my favorite accomplishments to talk about is overseeing \$1.08k in Facebook Advertising in a 3 month span, reaching over 50,000 people, and engaging 35,000 people. I wear a lot of hats in my role- graphic designer, web developer, content creator, copywriter, and creative director. This role has empowered me to grow a set of wide-ranging skills in the Creative Advertising field, that will translate seamlessly to any work setting.

skills.

- / Graphic Design
- / Google Analytics
- / Facebook Advertising
- / Photo / Video Editing
- / Targeted Email Marketing
- / Website Design
- / Magazine Layout
- / Social Media Strategy
- / Copy-writing / Proofreading
- / Art Direction
- / Paid Social Strategy

(a few) programs.

- / Illustrator
- / Photoshop
- / InDesign
- / Procreate
- / Premier Pro
- / Lightroom
- / Microsoft Office
- / BombBomb
- / Wix
- / Wordpress
- / Shopify

likes.

- / Terministic Screens
- / Circular Dining Tables
- / Discourse Analysis
- / Minimalist Design
- / Ceramics
- / Bread Baking

let's connect.

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IG @ktwoood
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volunteering + certifications.

National Student Advertising Competition
Google Ad Display Certified
Residence Hall Council President
Volunteer YoungLife Leader
Pioneer Plunge Guide

education.

Appalachian State University Class of 2018
Magna Cum Laude

Bachelor of Science in Communication

Advertising with Creative Emphasis
Graphic Arts and Imaging Technology Minor

Study Abroad - Department of Photography

Florence, Rome, Sorrento, Tuscany
Architectural, Fashion, Landscape, and Portrait Photography