



Kristine McCarty

DIGITAL MARKETING & SENIOR DESIGNER

Portfolio @ moms-mimosa.com/portfolio

PROFESSIONAL PROFILE

Driven and creative, I am a proven digital marketing specialist and graphic designer who uses a passion for technology and design as a tool for helping companies market and promote their brand, products and services.

NOTABLE HIGHLIGHTS

- Created first website for the International Space Station
- Featured as Feedspot's 2019 Top 100 Lifestyle Bloggers
- Successfully created & managed high-profile marketing campaigns for Former Secretary of States Condoleezza Rice, Henry Kissinger and James Baker III speaking events in Dallas/Fort Worth. This included designing all marketing collateral including large format billboards and digital billboards.

PROFESSIONAL SKILLS:

Digital Marketing • Graphic Design • Web Design
HTML • CSS • JavaScript • WordPress • Photoshop
Adobe Creative Suite • Illustrator • InDesign
PPC Ad Campaigns • Brand Identity • SEO/SEM
Social Media Strategy • Content Strategy • CMS
User Experience Design • Web Optimization
Google Analytics • Blackbaud NetCommunity

CONTACT DETAILS:

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EMPLOYMENT HISTORY

Freelance - Digital Marketing, Web, Digital and Print Design

September 2015 to Present

Branding and identity development; Brand strategy development; Identity style guide production; Marketing strategy; Campaign design and strategy; SEO strategy; Logo design; Print design; Web design; Advertising; Web graphics; Social media marketing & graphics

Vice President of Marketing & Interactive Media

World Affairs Council of Dallas/Fort Worth | July 2012 to June 2015

Director of Marketing & Interactive Media

World Affairs Council of Dallas/Fort Worth | January 2011 to June 2012

- Managed a marketing specialist, marketing intern (3 intern classes per year) and web associate.
- Designed digital graphics and print collateral and interactive media for Council brand/marketing collateral and digital marketing assets.
- Successfully managed and executed the "It's Your World" rebranding campaign for the Council in 2014-2015.
- Managed and executed a website redesign project utilizing audience analysis, usability surveys and wire frames that resulted in a successful launch in July 2013.
- Responsible for promoting all Council events, over 100 a year, via broadcast media, social media, strategic partners, website, emails, print advertising and paid digital advertising.
- Created successful donor and membership campaigns, as well as annual fund campaigns to help increase stewardship and membership.
- Managed all public relations activities including developing pitches, press releases and maintaining relations with regional media.
- Managed & implemented social media strategies including maintaining a monthly editorial calendar, daily postings, creating special campaigns and promotions and monitoring social media conversations.
- Successfully implemented Facebook, Instagram and LinkedIn advertising campaigns that increased program attendance by 28%.

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EMPLOYMENT HISTORY (CONTINUED)

Interactive Media and Graphic Design Specialist

World Affairs Council of Dallas/Fort Worth | September 2008 to December 2010

- Designed all digital graphics for website and emails.
- Responsible for all content updates to website.
- Designed print collateral to support and promote speaker programs, fundraising campaigns, program series, membership campaigns and more.
- Increased email open rates by an average of 33% by redesigning email templates for the event emails, all automated confirmation emails and Membership & Development stewardship emails.
- Pitched a monthly e-newsletter which received approval and increased stewardship by 22% and program attendance by 28%.
- Collaborated with Marketing, Development and Membership to create and execute cohesively branded print & digital membership and stewardship campaigns.
- Responsible for all Council emails (min. of 4 emails per week).
- Created and edit podcasts for website and iTunes.
- Manage all video production and edit videos for Council's YouTube channel.
- Implemented and maintained the Council's Social Media platforms. Collaborated with Marketing to create a monthly editorial calendar and campaigns including a photo contest for the best photos taken at an international location.
- Analyze Google analytics data; Monitor web traffic patterns and usability; organize and disseminate related data and proactively recommend and propose modifications and ideas to keep site current, maximize the visitor experience and build audience.

Freelance, Principal / Creative Director

Trinity Interactive Design | October 2002 to September 2008

- Branding and identity development; Brand strategy development; Marketing strategy; Website design; Print design; Banner ad; Email and interactive Marketing campaigns

Interactive Developer

Brink's Inc. | February 2001 to October 2002

- Maintained Brink's Corporate Website
- Maintained Brink's corporate intranet.
- Designed user interface utilizing ASP.NET for all internal web applications within Brinks Armored Truck and Cash Management departments.

Web Designer & Developer

Chase Manhattan Bank (Renaissance Contractor) | November 2000 to February 2001

Interactive Designer

SicolaMartin | June 1999 to November 2000

Web Designer & Intranet Developer

Williams Communications (New Boston Contractor) | January 1999 to June 1999

Webmaster

NASA Johnson Space Center (Syscom Development Contractor) | July 1997 to January 1999

CERTIFICATIONS

DeVry CIS and Computer Programming Certification (1997) • Adobe Photoshop Certification (1999, 2003)
Microsoft ASP.NET Certification (2001) • Blackbaud NetCommunity Certification (2008) • CNM Marketing Certification (2011)