

# Kat O'Connor

Digital Designer: Email, Social, Print, Web

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**A design-focused marketing professional and email marketing expert** with experience in responsive email, social media, print marketing, landing pages, and websites.

**A customer advocate** with solid grounding in best practices. Experienced with organizations of all sizes within a variety of industries and target markets.

**Results-driven and detail-oriented** with excellent writing and communication skills.

## PROFESSIONAL EXPERIENCE

### Freelance Design, Marketing, and Photography

Autumn Eve dot com, Chicago, IL, 2001–Present

- Develop strategic marketing plans tailored to client, audience, and communications goals; including integrated multi-channel campaigns incorporating digital, social, email, print. Clients include corporate, small business, and non-profits.
- Design, develop, and execute email marketing campaigns, web pages, and other direct marketing, advertising, and communications pieces; including responsive designs, flexible WYSIWYG email templates, and print design.
- Develop and execute social media marketing and content marketing strategies, using platforms such as Facebook, Twitter, YouTube, WordPress.
- Provide photography, photo direction, and retouching services for marketing materials, product shots, headshots, portraits, etc.

### Digital Designer, Email Marketing Consultant

Creative Circle, Chicago, IL, 2008–present

- Consult with clients regarding email marketing best practices and email technology; make recommendations based on client goals.
- Design email marketing pieces with best practices in mind.
- Develop HTML templates for email, landing pages, etc., including mobile responsive templates. Update templates as needed for new mailings.
- Maintain/update client websites using CMS platforms such as WordPress and Drupal.

## SKILLS

**Adobe Creative Suite:** Photoshop, Dreamweaver, InDesign

**Multiple Email Service Provider Platforms:** MailChimp, Exact Target, Campaign Monitor, Constant Contact, more

**Markup Languages:** HTML5, CSS, mobile responsive design & development, MailChimp Template Language, Campaign Monitor Template Language

**CMS Platforms:** WordPress, Drupal, Weebly

**Social Management Tools:** HootSuite, TweetDeck, audiense

**Google Tools including:** Docs, Calendar, Analytics, Gmail

**Social Media:** Facebook, Twitter, YouTube, Vimeo, Instagram

**Basic audio/video editing and sound design:** Audacity, Movie Maker

## HIGHLIGHTS

Developed and executed multi-channel marketing strategy for a non-profit theatre resulting in **year-over-year revenue increase of 150%**.

Launched an email newsletter which drew steadily increasing open rates peaking at **35% higher than industry average**.

Have consistently earned very positive client feedback and repeat business for more than a decade.

## EDUCATION

**Professional Certification, Social Media Marketing**

Tribeca Flashpoint Academy, Chicago, IL

**Bachelor of Arts**, summa cum laude  
Drew University, Madison, NJ

## PROFESSIONAL EXPERIENCE (Cont.)

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### Email Marketing Consultant

Invictus Digital Consultants, Chicago, IL, 2010–2014

- Contributed to strategic marketing plans tailored to client, audience, and communications goals.
- Designed, coded, tested, and executed email marketing campaigns.
- Developed and programmed drip campaign logic using Exact Target, including complex multi-stream campaigns.

### Social Media Consultant

Little Independent, Chicago, IL, 2011

- Executed the social media marketing strategies on a day-to-day basis. Over a three-month period:
  - Web traffic increased from 1,897 to 2,200 unique visitors.
  - Twitter follows increased by more than 400 new followers.
  - Facebook fans increased by 311 and monthly active users increased by 33.25%.
- Contributed to ongoing development of the company's marketing plan.
- Wrote blog articles and press releases, which were picked up by media outlets nationally.
- Researched and conducted outreach to potential partner stores.

### Marketing Director

Life Force Arts Center, Chicago, IL, *pro bono*, 2009–2011

- Collaborated with Executive Director to develop overall strategic marketing plan.
- Developed and managed *Transcendent Journeys*, a weekly community spiritual arts-oriented magazine, conceived as the primary communications vehicle:
  - Designed the email pieces, produced each issue, and integrated email pieces with social media channels and website.
  - Cleaned, organized, and managed the mailing list of 1,250 subscribers.
  - Supervised the writers, established publication calendar, and served as interim Managing Editor.

### eMedia Manager

MediaTec Publishing, Chicago, IL, 2007–2008

- Designed, produced, and tested all electronic media publications, including nine weekly email newsletters, plus press releases, event notices, and other materials as needed.
- Managed subscriber lists for publications, including handling email responses to newsletters and unsubscribe requests, and assisting IT Manager with bounce and blocklist management. List sizes ranged from 20,000 to 50,000.
- Created custom list queries for special event notices and press releases.
- Managed newsletter ad traffic: coordinated with Sales and clients to receive and place all ad materials for email media.
- Set up all electronic mailings on a daily basis, using StrongMail broadcast mailing software.  
Maintained daily deliverability and sender reputation score reports; maintained weekly open-rate and click-through reports for all newsletters and email advertising.

### Senior Designer

BeTuitive Marketing LLC, Chicago, IL, 2005–2006

- Designed electronic and print newsletters, email blasts, and related marketing materials for multiple clients. Developed HTML templates and produced each issue on a monthly to quarterly publication schedule.
- Developed internal systems for greater efficiency in creation and implementation of targeted dynamic content newsletters.
- Collaborated with the publishing team on the development of each client's marketing strategy, especially as it pertained to design, targeting varied audiences, and integration with client's existing marketing and branding.
- Maintained the company website and blog, including monthly portfolio updates. Contributed content to blog. Designed proposals and other sales collateral.