

# **KATELYN KORTRIGHT**

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## **SUMMARY**

- Strong attention to detail
- Self-motivated and able to work independently
- Ability to train and manage employees
- Utilizes time management to complete projects before deadlines
- Prioritize projects for maximum efficiency

## **EDUCATION**

### **Oakland University**

Bachelors of Integrative Studies

June 2024

### **The Art Institute of Michigan-Troy**

Associates of Applied Science, Graphic Design

March 2015

### **Specs Howard School of Media Arts**

Graphic Design Diploma

June 2013

## **CAREER EXPERIENCE**

### **B. Nektar**

Dec 2021- Present

Packaging Assistant, Packaging Manager, Designer

Schedule and implement all packaging. Product stabilization, testing and finishing. Flavor development. Packaging design and printing. Ecommerce website design and development (in progress).

### **Serv-U-Success**

Jan 2019- Dec 2021

Merchandiser, Reset Lead, Assistant Manager

Plan and execute product changeover, introduce new merchandise, and set layouts. Train and supervise up to 10 outside contractors.

### **LPD Music International**

Jan 2018- Dec 2018

Marketing Director

Planned, designed, and executed all marketing campaigns including social media, email, magazine ads, events, and more. Completely re-branded business cards, website, and catalog including product photography.

### **Wayne Metropolitan Community Action Agency**

Oct 2017- Jan 2018

Graphic Design Contractor

Wrote and scheduled social media posts and email campaigns. Live tweeted annual events. Kept blog and website up to date. Participated in the Diversity Committee. Additional duties as needed.

**Rainbow Rehabilitation Centers**

Jul 2015- Dec 2016

Digital Marketing Specialist

Wrote and updated content for website, blog, social media posts, internal and external emails. Planned and carried out photo shoots for various events and applications. Helped plan and run annual trade show.

**TradeFirst**

Mar 2014- Jul 2015

Marketing Assistant/Graphic Designer

Create email campaigns, Manage social media pages, Produce pleasing newsletter layouts

**MyCityPrize**

Nov 2013-Mar 2014

Web & SEO Specialist

Develop aesthetically pleasing websites, Create on and off page SEO, Design marketing material