

katie MARQUETTE

education

BACHELOR OF ARTS IN GRAPHIC DESIGN

Oakland University || Rochester, MI
Graduated May 2015

skills

SOFTWARE PROFICIENCY

Adobe Suite
Microsoft Suite
Sketch
Figma

CORE COMPETENCIES

Logo/Brand Identity
Art Direction & Messaging
Project Planning & Execution
Stakeholder Communication
Quality Assurance
Change Management
Organization
Team Leadership & Development
Spelling/Grammar/Proofreading
Time Management
Risk Assessment & Mitigation
Problem Solving
Collaboration

awards

COLLEGE OF ARTS AND SCIENCES DEAN'S CHOICE AWARD

Winter 2015 Semester
Oakland University

contact

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profile

A Detroit-based Graphic Designer, Art Director, and Project Manager, Katie has over twelve years of experience providing original and forward-thinking design strategies. She specializes in a diverse array of design areas while upholding the highest level of collaboration, professionalism and efficiency.

experience

BEDROCK REAL ESTATE MANAGEMENT

Graphic Designer • July 2016 - September 2024

Intern • April 2016 - July 2016

- Spearheaded collaborative and individual efforts to drive Bedrock's marketing initiatives, both internally and externally, resulting in heightened brand visibility and market presence
- Produced a variety of marketing solutions both digitally and by print (these include but are not limited to websites and landing pages, social media posts and ads, email blasts, brochures and flyers, billboards, maps, logos and brand development)
- Championed innovative and pioneering problem-solving strategies, consistently pushed boundaries to deliver cutting-edge, data-driven marketing solutions
- Collaborated across internal teams and with external vendors to ensure successful initiatives
- Led project teams in the successful delivery of marketing campaigns from inception to completion, ensuring asset delivery and client expectations were met while developing and adhering to strict timelines and budgets
- Demonstrated exceptional art direction and project management skills in orchestrating large-scale, long-term projects, consistently delivering visually stunning and impactful designs
- Cultivated and nurtured client relationships, implementing effective communication strategies to foster strong partnerships and drive mutual success in marketing endeavors
- Provided regular updates to senior management and stakeholders on project status, milestones, and risks

KM CREATES

Owner/Operator and Freelance Graphic Designer • July 2012 - present

- Ensure prompt and professional communication with clients
- Identify client requirements and create tailored marketing and design solutions to meet needs
- Collaborate with third-party vendors to bring design projects to completion
- Assume multiple roles as Project Manager, Art Director, and Graphic Designer
- Specialize in serving non-profit organizations and small businesses, leveraging impactful design to drive positive change for the community

AMROCK (FORMERLY TITLE SOURCE)

Intern • November 2015 - April 2016

- Assisted in the creation of engaging visual content for various projects
- Supported senior designers in executing design concepts and visual solutions for print and digital marketing materials
- Participated in brainstorming sessions and contributed innovative ideas to effectively communicate brand messages
- Demonstrated strong attention to detail and the ability to meet deadlines in a fast-paced environment
- Actively sought feedback and implemented revisions to enhance design quality and effectiveness