

Katie White

206 Charlie White Road, Pelahatchie, Mississippi 39145
601.546.2293 • 601.572.7282 • katielwhite91@gmail.com
katielwhite2017.com

Qualifications Profile:

Highly creative with 17+ years experience in marketing, print design, journalism and photography. Exceptional team player with well-developed written and verbal skills. Passionately professional in regards to client relationships. Accustomed to working in deadline-driven environments, and greatly understand working within budget requirements.

Marketing and Design

- Branding and collateral
- Brochures and newsletters
- Banners and posters

Web Management

- Web content design
- Website maintenance
- Social media marketing

Photography and Videography

- Digital photography
- Photo restoration
- Videography projects

Professional Experience:

Mississippi Department of Information Technology Services, Jackson Mississippi

Communications Analyst 1 | Graphic Designer | September 2016-Present

Successfully manage and coordinate social media calendar month-to-month, posting relatable content regarding technology. Collaborate with Supervisor on various projects. Effectively write and edit content for published documents. Proficiently work within the time-frame - successfully designing any and all materials.

Key achievements:

- Successfully collaborate with all department heads on graphic art needs
- Effectively manage the social media content and calendar scheduling with unique designs
- Effectively write, edit and design materials for published works for MSITS

Puckett Machinery, Flowood Mississippi

Marketing Coordinator | July 2015 - September 2016

Successfully manage and coordinate graphic design month-to-month in reference to the pagination of the newspaper and advertising sales. Collaborate with various writers and photographers. Effectively write and edit both personally written articles and submitted articles. Proficiently work within the time-frame - successfully designing the entire newspaper from its infancy to its final print and on-line publication. Professionally co-managed on-line social media marketing.

Key achievements:

- Successfully designed postcards, logos, sale flyers, and book covers
- Coordinated with other colleagues and the sales team on projects concerning direct relations with customers and their needs
- Proficiently managed the payment of invoices directly related to the marketing department's high production of marketing materials
- Effectively marketed brand Puckett Cat, utilizing all the brands color and design specifications to the end of a cohesive design concept
- Increased likes and number of posts in regards to social media marketing
- Maintained a professional look in regards to social media marketing and other combined projects
- Professionally designed digital projects - utilizing email marketing tools and other necessary

Katie White

206 Charlie White Road, Pelahatchie, Mississippi 39145
601.546.2293 • 601.572.7282 • katielwhite91@gmail.com
katielwhite2017.com

TEC, Jackson, Mississippi

Graphic Designer | Copy Writer, May 2013 - December 2013

Successfully and creatively marketed designs for various technology-based ad pieces. Effectively promoted brand TEC by collaborating with design team members and the marketing director. Collaborated with several key TEC employees to design and write the employee *TEC Exchange* newsletter - which informed TEC employees of technology advancements and employee achievements within the TEC branches. Wrote technically intricate descriptions of the multiple technology devices available at TEC for web and print.

Key achievements:

- Professionally collaborated with team members within the marketing department and co-managed social media marketing
- Effectively designed ads, printed banners and web banners, newsletters and billboards
- Proficiently wrote content for on-line and newsletter information

Mississippi State Hospital, Whitfield, Mississippi

Printing and Graphic Design Manager, July 2001-May 2013

Successfully managed the print and design services department within the Public Relations Department. Effectively managed and collaborated with printing and design services staff. Proficiently met the demands of a highly deadline-driven environment in which the materials strategically aided in the care of the patients. Professionally marketed information in regards to mental health and the patient-based care available at Mississippi State Hospital. Effectively budgeted needed printing and design materials within the budget provided by Mississippi State Hospital.

Key achievements:

- Collaborated with all departments on hospital marketing and print materials, on-line marketing needs and assisted Videographer with needed graphic design content
- Awarded with the Public Relations Association of Mississippi (PRAM) PRism award for Best of Show, logo produced in-house (2004)
- Effectively managed inventory for the print and design services

Professional Experience:

Bachelor of Arts in Art, with an emphasis in Graphic Design and Journalism, 1998

University of Mississippi, Oxford, Mississippi

Technical Proficiency:

Platforms: MAC OS X, Windows 7/XP/8/10

Applications: Adobe Photoshop, Illustrator, InDesign, Premier Pro and After Effects; QuarkXpress; and Microsoft Office Suite (Word, Excel, PowerPoint, Outlook and SharePoint)