

# KATIE "WYND" WACKER

## GRAPHIC DESIGN & DIGITAL MARKETING

### EXPERIENCE

Freelance | **Graphic & Web Design** - *various clients*

**JULY 2005 - PRESENT**

- Meticulously follow the client brand guidelines to enable brand consistency across campaigns and marketing programs
- Create custom graphic materials for company websites
- Keeping up-to-date with new software, post production techniques and industry trends
- Answer inquiries from clients ensuring client satisfaction
- Managed webpages, graphic elements, and infographics for email newsletters and social media
- Produce promotional materials such as point of purchase items, online courses & free resources to grow email list
- Develop social media graphics, infographics and that increased social media engagement
- Designed compelling visual identities in the form of logos and branded assets
- Designed and published a print magazine with substantial bi-monthly physical circulation
- Implemented concept direction to produce collateral including project flyers, posters, publications, brochures, postcards that stick to branding & quality standard
- Spearheaded video production, including shooting, editing, artwork

Holistic Human Design | **Graphic Designer/Consultant**

**OCTOBER 2018 - PRESENT**

- Built a consulting business with ecommerce product and membership functionality
- Created video and graphic assets for social media and email marketing channels
- Implemented course product design (filming, creation of course materials, and branding assets) for an educational membership library
- Designed web landing pages and sales funnels with high conversion metrics
- Created custom branding alongside bespoke print and virtual product designs.
- Wrote & filmed TikTok content for organic reach

### EDUCATION & CERTIFICATIONS

**Bachelors of Fine Arts - Graphic Design**

Loyola University New Orleans

**2003**

**Phoenix Rising Yoga Therapy**

500 Hour Certified Yoga Therapy Practitioner & Yoga Teacher  
Stockbridge, MA

**2005**

### CONTACT

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[katiewacker.com](http://katiewacker.com)

### OBJECTIVE

Experienced & versatile graphic designer highly motivated to learn and grow under senior leadership, and contribute thoughtful recommendations, designs & edits to reach client's ideal profit goals

### SKILLS

- Adobe Creative Suite: Illustrator, InDesign, Photoshop, Premiere
- Beginning Knowledge of After Effects
- Microsoft Office: Docs, Sheets, Powerpoint
- Canva
- Slack
- Zoom
- Wordpress/Divi
- HTML / CSS
- TikTok / Instagram / Facebook
- I love feedback & critiques