



# Kate Marie Booyer

## GRAPHIC AND DIGITAL DESIGNER

### Experience

#### FREELANCER

##### Graphic Designer/Digital Designer 2010 - Present

- **Project Management:** Ability to manage multiple campaigns and deadlines while staying organized and meeting objectives.
- **Search Engine Optimization (SEO):** Understanding of on-page and off-page SEO techniques, keyword research, content optimization, and staying updated with search engine algorithm changes.
- **Content Marketing:** Ability to create and curate engaging and valuable content across various formats like blog posts, videos, infographics, podcasts, etc.
- **Email Marketing:** Proficiency in designing, segmenting, and optimizing email campaigns, as well as using marketing automation tools.
- **Copywriting and Content Creation:** Strong writing skills to craft compelling ad copy, engaging social media posts, persuasive landing page content, and other marketing materials.
- **Analytics and Data Analysis:** Skilled in interpreting data from various sources, such as Google Analytics, social media insights, and email marketing metrics, to make informed decisions and optimizations.

- **Marketing Automation:**

Experience with tools like HubSpot, Marketo, or Mailchimp for automating marketing processes, lead nurturing, and customer relationship management.

- **Graphic Design:** Various design skills for creating/updating brand identity, eye-catching visuals, graphics, and images for social media, blog posts and other digital marketing assets. End-to-end print materials from developing initial design to coordinating with print providers for final product.

- **Initiated and Managed Websites:**

Created and skillfully managed website projects, overseeing domain setup, platform selection, design implementation, content updates, and performance tracking.

#### ETSY STORE OWNER

##### Kate Marie Shop 2021- Present

- Create custom designed print products and drop ship to customers
- Over 170 sales with a 5 star rating

#### EXECUTIVE ASSISTANT

##### Power Construction 2012 - 2017

- Coordinated schedules, meetings and travel planning
- Prepared expense reports and performed bookkeeping duties
- Client management: Answered calls, emails and sent invoices
- Recruited, hired and trained staff

### Education

#### BACHELOR OF VISUAL COMMUNICATIONS

##### Westwood College - Denver 2006-2010

### Skills

- Adobe Creative Suite
- Microsoft Office
- HTML/CSS Coding
- Traditional and eCommerce website development on Wordpress, Weebly, Wix, Shopify, Etsy and eBay
- Email marketing on platforms: Constant Contact, Hubspot, Campaigner and GetResponse
- Hootsuite social media management and content creation
- Canva
- PPC (Pay-Per-Click) marketing
- Implementing both paid SEO Strategies and organic website traffic
- Powerpoint presentations
- Copywriting
- Blogging
- Dropshipping products
- Executive calender management
- AI prompting for illustrations and blog content
- 70-80 WPM Typing Speed
- Strong communication skills
- Project time management
- Innovative design concepts
- Multiplatform optimization design in print, web and social media.