



katie-dixon.com  
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### Where I Got My Spark

Kutztown University of Pennsylvania  
Kutztown, PA | May 2015  
B.F.A. in Communication Design  
Concentrations: Advertising & Graphic Design

### Professional Skills

Big concepts, openly expresses ideas, confident, strong public speaker, team player, self-motivated, goal driven, takes charge

### Techy Skills

Adobe Creative Suite, layout design, still-life photography, print preparation

### Bells and Whistles

Dianne V. Dockery Advertising Award  
2015

"The Art of the Thumbnail"

January 2015

Work shown in Student Gallery Exhibition

Phi Kappa Phi National Honor Society

Spring 2014

Gamma Sigma Alpha Greek Honor Society

Fall 2013

Dean's List

2011 — 2015

Magna Cum Laude

### What Dazzles Me

Touring breweries, witty sarcasm, French Impressionism, reading great books, sipping coffee, cheering on hockey games

### Where I've Been

Jr. Art Director | The Marketing Arm

Dallas, TX | May, 2016 — Present

Responsible for conceiving and producing promotional assets, in-store point of sale, social content, launch events, TV scripts, and websites for Lay's®. Directed photo and social content shoots, oversaw print production, and website development.

Integrated Campaigns Designer | JPL

Harrisburg, PA | June, 2015 — May, 2016

Designer to the Integrated Campaigns Department. Responsible for conceiving, designing and writing copy for campaigns, email blasts, client websites, print materials. Developed full branding for local clients.

Creative Intern | Red Tettemer, O'Connell + Partners

Philadelphia, PA | October — December 2014

Assisted creative teams in conceiving for client projects and constructing images for social media posts. Helped assemble storyboards for commercials and clipped images for web designers.

Graphic Design Intern | Ameritech Media

Harrisburg, PA | May — August 2014

Illustrated and designed graphics for an educational, interactive floor game. Concepted, illustrated and designed branding and websites for Sophie's Strawberry Patch and From Me to Hue.

Graphic Designer | Student Involvement Office

Kutztown, PA | May 2013 — May 2015

Solely responsible for conceiving, designing, and printing brochures, t-shirts, posters and promotional buttons for on campus student organizations.

### Pro Bono

Design-A-Thon

A 24-hour event to design and produce creative materials for local non-profits.

March 2014 | Served as Team Lead to design promotional direct mailer, postcards, and informational poster for the Seed Farm.

March 2015 | Served as Team Lead to concept and design fundraising campaign poster and fundraising growth chart for the Emmaus Public Library.