

# KATIE SPENCE

## GRAPHIC DESIGNER

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## EXPERIENCE

### TEMPORARY PRESENTATION DESIGNER

*HILL + KNOWLTON STRATEGIES | WASHINGTON, DC | OCTOBER 2020 - PRESENT*

Work as part of the Global New Business team to design dynamic, eye-catching presentations for prospective clients. Execute mock-ups, infographics, campaign architectures, templates, brochures and more that bring abstract creative ideas to life. Concept and lead personalized deck look and feel while maintaining design consistency within the Hill + Knowlton Strategies brand identity. Design pitch collateral for varying sectors, including healthcare, consumer goods, energy, government and more and provide an appropriate design style based on the prospect and pitch.

### SR. MANAGER, PARTNERSHIP DESIGN

*MONUMENTAL SPORTS & ENTERTAINMENT | WASHINGTON, DC | JULY 2019 - PRESENT*

*MANAGER, PARTNERSHIP DESIGN (JULY 2018 - JULY 2019) PRESENTATION DESIGN COORDINATOR (APRIL 2015 - JULY 2018)*

Design pitch decks for partners and prospects showcasing the Global Partnerships portfolio of assets of MSE properties, including the Washington Capitals, Washington Wizards, Capital One Arena, and other properties. Create photo manipulations and visual mock-ups for all decks to include individualized partner integration examples. Work closely with Global Partnership sales team, senior leadership, SVP and VPs to strategize, develop, and personalize proposals. Design internal and client-facing marketing materials for sellable platforms. Concept and execute social, digital, print, in-arena, and OOH creative assets to activate partnerships for clients, including in-arena assets for the 2020 NBA, NHL, and WNBA bubble play. Design proposals responsible for reaching department's multi-million dollar annual sales goals, including proposal for \$95M arena naming rights deal with Capital One Bank. Photograph arena assets and activations for use in partnership proposals and recaps. Onboard and manage partnership design interns and junior members of partnership design team.

### FREELANCE GRAPHIC DESIGNER

*OHIO MACHINE LACROSSE | OBETZ, OH (REMOTE) | DEC 2017 - APRIL 2019*

Worked directly with team president to concept and create marketing look and feel for 2018 and 2019 Ohio Machine Lacrosse seasons. Designed print and digital marketing materials including event logos, schedules, game tickets, posters, static and animated ROS ads, billboards, press credentials, grandstand banners, t-shirts, social media graphics, and more to promote ticket sales and specific event-based initiatives.

### MARKETING ASSOCIATE/NEW PRODUCT DEVELOPER

*INSCRIBE, INC. | WOBURN, MA | OCT 2013 - APRIL 2015*

Researched, developed, edited and wrote instructions, newsletter articles, email campaigns and other documentation for internal and external products and processes. Assisted in managing the company's Facebook, Pinterest and Instagram accounts. Wrote posts and designed visual assets. Worked with marketing team to coordinate posting schedule and strategy and develop new content plans. Took and edited photos to be used across social media, email campaigns, newsletters, and direct mail. Researched, sourced, developed and tested new products, balancing multiple tasks to ensure product development stayed on track to meet Q1 and Q3 release dates. Analyzed potential product success based on market research. Troubleshot issues and coordinated subsequent releases and updates to product procedures.

## EDUCATION

### B.S., JOURNALISM

BOSTON UNIVERSITY | 2009-2013

CONCENTRATION IN PHOTOJOURNALISM

MINOR IN PSYCHOLOGY

## SKILLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
LIGHTROOM  
PREMIERE  
PROCREATE  
PRESENTATION DESIGN  
AFTEREFFECTS

PHOTOGRAPHY  
PHOTO EDITING  
MICROSOFT OFFICE  
WORDPRESS  
HTML & CSS  
COPYWRITING  
SOCIAL MEDIA  
SALESFORCE

## AWARDS

HONORABLE MENTION IN SPORTS  
BOSTON PRESS  
PHOTOGRAPHERS ASSOCIATION  
2012 COLLEGE CONTEST