



KATELYN E. PERRY

MARKETING, GRAPHIC DESIGN & CORPORATE EVENTS

CAREER GOALS

I aspire to have a career in communications where I can tell a story through the work I do. I'm creative and can generate out-of-the-box solutions for projects. I enjoy working as part of a team as well as independently.

SKILLS

- ✓ Adobe InDesign
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ Adobe Premiere Pro
- ✓ Basic HTML/CSS Coding
- ✓ Basic Javascript
- ✓ Canva
- ✓ Constant Contact
- ✓ Eventbrite
- ✓ Google Programs
- ✓ HubSpot
- ✓ Microsoft Office
- ✓ Squarespace
- ✓ WordPress

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EDUCATION

St. John Fisher University, Rochester NY

B.A. in Media & Communications
Graduation Date: December 2019

Double minor in Digital Cultures & Technologies and Visual Arts. Alumni of The Washington Center Academic Internship Program of spring 2019. GPA of 3.38 (Dean's List). Relevant courses: Design I, Photography I, Web Design, Interactive Media, Journalism I & II, and Video Storytelling.

EXPERIENCE

Dermatology Assoc. of Rochester, Rochester NY

Marketing Coordinator
November 2021 - Present

- Created and designed materials for internal and external communications, including social media posts, emails, flyers, banners, onboarding materials, and videos.
- Helped plan and execute in-house events for the public to promote the practice's wide variety of services as well as staff activities and functions.
- Communicated with outside vendors and representatives on behalf of the providers with organizations such as NewBeauty Magazine, Allergan, and Galderma.
- Worked with the practice's website vendor to help maintain and update the practice's site.

Petco, Batavia NY

The Guest Advisor, part-time
October 2020 - March 2022

- Promotes the Petco brand through customer service, floor management, and animal care. Task included but not limited to guest engagements, tidiness, running the register, training new employees, and maintaining the wellness & habitats of the animals on the sales floor.

US Ceiling Corp, Rochester NY

US Camp Marketing Intern, full-time
June 2020 - August 2020

- Created and designed materials for internal and external communications, including social media posts, ads, banners, onboarding materials, and videos. Helped design new layouts in WordPress for two of the firm's websites.

Writers & Books, Rochester NY

Communications Intern, part-time
September 2019 - March 2020

- Assisted with information gathering and organization for outreach programs and networking.
- Designed collateral such as posters and flyers for various programs, workshops, and events.
- Helped manage special events and workshops hosted at the main headquarters and other sites.

EXPERIENCE

The Urban Institute, Washington D.C.

*Events and External Affairs Intern, full-time
January 2019 - May 2019*

- Helped execute private and public events, including ordering materials, setting up the venue, managing catering, and assisting attendees.
- Collaborated with the design team on a variety of projects; created design materials for events.
- Conducted external affairs outreach and network connection projects.

Lavery Library, Rochester NY

*Student Worker, part-time
September 2016 - December 2019*

- Watched the front desk to help patrons return, find or check out items within the library.
- Maintained and organized the library space.

Albion Central School District, Albion NY

*Summer Cleaner, full-time
July 2017 - August 2018*

- Maintained the tidiness of the school by cleaning the classrooms, equipment, halls, and offices.
- Helped teachers and staff locate and move needed materials and equipment.

Bloom's Flower Shop, Albion NY

*Student Intern, part-time
January 2016 - June 2016*

- Created and designed materials for internal and external communications, including taking promotional photos of the flower arrangements.
- Helped create flower arrangements and maintain the flowers on the sales floor.

Hoag Library, Albion NY

*Student Intern, part-time
January 2016 - June 2016*

- Created and designed materials for internal and external communications, including summer reading packets, library displays, and posters for programs held at the library.
- Maintained and organized files & materials for the library.

ACADEMIC PROGRAMS AND GROUPS

The Washington Center, Washington D.C.

Spring Semester of 2019

The Washington Center (TWC) is an academic and internship program that offers students from different colleges the chance to live in Washington, D.C., and connect their education to the professional work environment.

Cardinal Courier, Rochester NY

*Design Editor, student run organization
September 2016 - December 2019*

- Managed the design team and helped coordinate with the other editors and writers.
- Decided the creative direction along with approving and finalizing the layouts for each issue in Adobe InDesign



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