



Katherine Kosta

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303-807-8550

Creative thinker and problem solver skilled in graphic and web design, marketing, and project management. Productive in solo and team environments. Experienced in client relations.

Technical Skills

STRONG WORKING KNOWLEDGE

Adobe Creative Suite (Photoshop, Illustrator, Acrobat, InDesign, Premiere), Microsoft Office, WordPress, QuarkXPress, HTML, CSS, PC, and Mac

EMERGING SKILLS

PHP, SQL, and JavaScript

Career Highlights

WEB DESIGN AND DEVELOPMENT

DESIGN, PLAN, DEVELOP, IMPLEMENT, MAINTAIN

- Led an interdepartmental team to design, develop, implement and maintain an intranet that saved \$30,000 per year in mailing costs
- Took ownership of single website that represented three brands, secured approval from executive team, marketing, IT, and training to create separate brand sites
- Guided business owners through branding, marketing, and web development
- Design and develop responsive WordPress sites including acquiring domain names, managing DNS and nameservers, installing and configuring sites, plugins, and security and management software, ensuring sites are cross-platform and cross-browser compliant

BRANDING/GRAPHIC DESIGN/MARKETING

IDENTITY SYSTEMS & GUIDELINES, SEO, SEM, DIGITAL & PRINT MARKETING

- Created sales and information pieces for a technology company that contributed to department achieving a 26% sales revenue increase, 17% expense reduction, 20% increase in support availability, and winning President's Award.
- Partnered with marketing department to design gift card programs for two restaurant brands – gift cards, point-of-sale (POS) graphics, banners, and email templates
- Developed vision, values and mission branding (digital and print) for hospitality company
- Implemented digital marketing campaigns using newsletters, SEO, SEM, A/B testing, Adwords, and Facebook ads leading to increased click-through and website traffic

DESKTOP PUBLISHING

MANUAL DESIGN

- Layout, cover design and graphics for management and crew training manuals for two restaurant brands – maintained 13 manuals per brand ensuring consistency across all manuals
- Layout and cover design for corporate manuals: policies and procedures, benefits booklets, etc.

COPYWRITING/EDITING

DIGITAL AND PRINT CONTENT CREATION

- Researched and wrote articles/blogs for small-large business websites
- Wrote sales copy for businesses in manufacturing, fitness, technology, and hospitality
- Developed, edited and proofed training content for fitness, technology, and hospitality industries

PROJECT MANAGEMENT

INITIATE PROJECTS, PROJECT SCOPE & GOVERNANCE, CHANGE CONTROL PROCESSES

- Ensured stakeholders (executive team, vendors, team members) received timely communication on key deliverables during hospitality company's loyalty program production
- Managed print production processes of 30 training books for hospitality company, enforcing budgets and timelines
- Implemented change control processes for hospitality company intranet site that gave contributors more freedom while ensuring security of website

Experience

LEFT HAND DESIGN

Owner, Denver, CO, 2000-present, lefthanddesign.com

CRAZY GOOD MARKETING

Senior Web Developer & Graphic Designer, 2017-present, crazygoodmarketing.net

AMERICAN BLUE RIBBON HOLDINGS

Manager, Design and Communications, Denver, CO, 2000-2013, abrholdings.com

LUCENT TECHNOLOGIES

Graphics Manager, Englewood, CO, alcatel-lucent.com

AT&T CHAMPA ONLINE

Graphics Coordinator, Denver, CO, att.com

Education & Training

B.S. IN BUSINESS MARKETING

University of Northern Colorado, Greeley, CO, unco.edu

ASSOCIATE DEGREE IN ADVERTISING AND GRAPHIC DESIGN

Rocky Mountain College of Art & Design, Denver, CO, rmcad.edu

ADOBE PREMIERE PRO VIDEO EDITING CERTIFICATE

Boulder Digital Arts, boulderdigitalarts.com

WEBLAB BACKEND DEVELOPMENT BOOTCAMP

Front Range Community College, Longmont, CO, frontrange.edu/weblab

- Covered PHP, phpMyadmin and MySQL

DIGITAL MARKETING CIRCUIT

General Assembly, Denver, CO, generalassemb.ly

- Used objective-first framework to create digital marketing plan for Denver-based jewelry design business