



Katie DiGiovanna
katie@kdigiovanna.com
901.692.4003
kdigiovanna.com

Employment

Current -
July 2015

K. DIGIOVANNA – Atlanta, GA
Owner

- Worked in Brooklyn, NY from May 2016 - April 2019
- Gained firsthand knowledge about building a start-up and maintaining business, branding, and marketing via application to my own company
- Collaborate and manage a diverse range of clientele—from small business, non-profit, and corporations—such as the Southern Economic Development Council (SEDC), Wendy's, GPS Hospitality, AYA Medical Spa, and TruChoice Financial (an FMO of Allianz)
- Develop and consistently implement the brand across multidimensional areas from print collateral, digital advertising campaigns, websites, environmental design (trade shows booths), and promotional giveaways

June 2015 -
Mar 2012

GAMEPLAN FINANCIAL MARKETING – Atlanta, GA
In-House Senior Graphic Designer

- Completed over 750 projects—for both internal and externally facing clients—in a fast-paced environment. On average, workload included 4-6 new projects a week along with maintenance of existing projects; balanced between 2-5 projects per day
- Established and executed the overall design for several of GamePlan's robust marketing platforms, including GamePlan's first book
- Outfitted the office with several large-scale environmental wall graphics; responsible for design, resourcing, and installation management
- Sought a better understanding of GamePlan's target audience by stepping outside of job responsibilities and attaining a life insurance license

Mar 2012 -
Sept 2009

JUUCE INTERACTIVE – Sydney NSW, Australia
Account Manager and Graphic Designer

- Responsible for print sales leads, proposal research, and billing within a small creative agency. Worked with a wide range of clients including start-ups, B2B, and large corporations like Ausgrid and Reed Exhibitions
- Fully executed print projects from concept to design to pre-press
- Created user-friendly, creative web interface
- Clearly communicated project scope, budget, timelines, and deliverables to both the client and internal team. The average print project timeline was 2 weeks

Aug 2009 -
Sept 2007

SIGNATURE ADVERTISING – Memphis, TN
Art Director

- Conceptualized, designed, and directed projects within a mid-sized agency
- Maintained brand integrity of blue chip companies through consistent application of existing brand guidelines, including: FedEx, Hilton, Hampton, Homewood Suites, and Morgan Keegan
- Codirected several major campaigns, including ServiceMaster Clean and FedEx Authorized Ship Centers (FASC)
- Promoted from Associate Art Director to Art Director within 3 months

Education

May 2007

UNIVERSITY OF GEORGIA – Athens, GA
Bachelor of Fine Arts, Graphic Design
Magna Cum Laude

Strengths

Keen eye for design/detail
Multi-platform knowledge: print, digital, and environmental
Clear communication skills
Willingness to learn and adapt
Pleasant, positive personality
People passionate leader, yet also a team player
Organized and thorough
Adept at transforming the complex to simpler solutions

Technical Skills

Adobe InDesign CC
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Acrobat CC
Microsoft Word
Microsoft PowerPoint
WIX

Interests

Fine art: drawing, painting, collage, and photography
Community service
Creative writing and snail mail enthusiast
Curious conversationalist
Empowered traveler

Top Five Bucket List

Go on an African safari
Make wine in Italy
Hang glide
Teach art to kids
My own gallery exhibition