



KATHERINE BIRD POOLE



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919.623.3498

PROFILE

Writer, graphic designer, art director + communications specialist. Creative strategist with the interpretive voice + vision to tell a brand's story across numerous platforms.

Seasoned professional. Polished, engaged + direct. Meets deadlines. Juggles multiple projects.

Plays well with others.

EDUCATION

University of North Carolina at Chapel Hill
BA in Speech Communications [1990]

University of North Carolina at Chapel Hill
MA in Communications Studies [1993]

SKILLS

Adobe Creative Suite

InDesign, Illustrator + Photoshop

Squarespace

WordPress

Constant Contact

Mail Chimp

Issuu

Microsoft Office Suite

Google Suite

Facebook

Instagram

EXPERIENCE

Editorial Assistant
WALTER magazine [2017 - 2020]

Wrote copy for print magazine
Copyedited text for print magazine
Created content for website
Designed layouts for print magazine
Designed ads + marketing collateral for sales team
Created branding for WALTER events
Managed social media accounts

Creative Director
Hen House Linens [2008 - 2017]

Created surface design for textiles
Designed new product + packaging
Created all sales + marketing collateral
catalogs, advertising + marketing materials
Created all web-based sales + marketing promotions
e-blasts, online newsletters, advertising
Developed brand voice and wrote all copy
website, newsletters, press releases, advertising, blogs, catalogs, product descriptions + content for publications

Freelance Creative [2004 - Present]

Develop + design branding
Create websites
Develop + write content for web
Write copy and design marketing materials
presentations, invitations + other collateral

Assistant to Vice President of Development + Production
Dick Clark Productions | Buena Vista Television [1996 - 1999]

