

Cathryn Deatherage | Design, Production, & Marketing

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Design, Production, & Marketing Experience

CD Design | 08.08 - Present | Independent Contractor

Creative Marketing Director, Greentree HVAC - Develop, design, and write copy for burgeoning eco-friendly hvac company's direct-marketing and advertising initiatives, including banners, mailers, magazine ads, and web site. Coordinate with owners, web master, and printer. Prepare files for press.

Designer/Copywriter, Tiger Ball 2010 Marketing Committee - Design and develop event theme, logo, and print and email collateral for fundraiser. Tailor copywriting and event activities to meet specific goals determined by survey results. Prepare files for press.

Production Artist, Quality Connections & Scorefoothills - Design and develop half and full page ads for direct-mail magazines' clients. Write copy, direct art, maintain brand consistency, generate logos, and design compelling ads according to clients' specific goals. Handle 20 accounts on a monthly basis and regularly beat deadline. Coordinate with client, sales, publisher, and art director. Prepare files for press.

Other - Design and develop identity packages, web sites, and direct-marketing material for small and medium sized businesses. Direct art, write copy, research, collaborate with clients and printers.

1A & Features Designer | 05.08 - 08.08 | Columbia Missourian newspaper

Designed and developed front page news and feature stories. Coordinated graphics, text, and art on daily and weekly deadlines. Collaborated with editors, reporters, photographers, and other designers. Contributed to writing display copy and attended meetings. Contracted to design weekend cover & feature story.

Info Graphics Designer | 01.08 - 08.08 | Columbia Missourian newspaper

Received weekly assignments and independently pursued information graphic opportunities. Executed maps, charts, graphs, tables, diagrams and illustrations. Attended daily newspaper meetings.

Assistant Art Director | 01.08 - 05.08 | Vox Magazine

Design and develop feature story and magazine cover concepts. Coordinated a special shopping guide. Collected products, oversaw photo shoot, and created a unique style guide for the section. Published a weekly blog that focused on design trends and critiqued my recent work. Assisted in development and design of a magazine prototype for Meredith Publishing. Co-directed design of two departments. Collaborated with editors, reporters, photographers and other designers. Developed and executed prototype logos and publications for local publications and departments.

Technical Skills

Mac OSX, InDesign, Photoshop, Illustrator, Dreamweaver, HTML, CSS, Word, PlanSystem, Falcon Editorial

Education

University of Missouri-Columbia | 08.2008
Bachelor of Journalism | design emphasis
Minor in sociology

Other Relevant Experience

Digital Operator 1 | 08.08 - 12.09

MU Printing Services

Created dynamic displays of sample flyers, postcards and brochures to promote products and services. Supervise and train new staff. Organize supplies. Process regular and custom orders. Handle money at close.

Customer Service | 09.07 - 08.08

MU Printing Services

Advised customers on document formatting and paper selection while working within a budget. Consulted on projects such as wedding programs, business portfolios and presentations, promotional material, and event bulletins and handouts.

Judge | 02.08

City & Regional Magazine Association

Reviewed, discussed, and voted on entries for the competition's feature design portion.

Kitchen Manager | 05.07 - 08.07

Kanakuk Kamps

Organized and ordered supplies. Prepared 1,500 meals a day. Developed and adapted meals on short notice. Only manager out of 10 that came in below budget that summer. Trained new staff monthly. Delegated daily meal preparation tasks. Previously worked two summers as a cook and was the Assistant Manager the second year.

Reporter | 01.07 - 05.07

Vox Magazine

Wrote stories and sidebars for print and web on entertainment, events and people, art showings and city politics on a weekly basis. Wrote an in-depth profile featuring a photographer.

Member | 08.06 - 05.08

Magazine Club

Regularly met to discuss magazine trends and converse with speakers.

