



Catherine Gambino Batchelder

MARKETER & DESIGNER

CONTACT

catherinemaebatchelder@gmail.com
www.catherinemaedesigns.com

EDUCATION

B.S. in Graphic Design

Drexel University
Minor in Marketing

AFFILIATIONS & HONORS

- Order of Omega, Member
- Delta Gamma Fraternity, Director of Public Relations
- Drexel University's Dean List
- Chick-Fil-A's Remarkable Leadership Award

SKILLS

Graphic Design

Adobe Creative Suite, Logo Design, Branding & Identity, Publication Design, Exhibition Design, Typography

Photo & Video

Photoshop, Lightroom, Bridge, Final Cut Pro, Premiere Pro

UX/UI

HTML, CSS/SCSS, Sketch, Figma, Abstract, Adobe Xd, Webflow

Language

French: basic

Workflow

Google Suite, Microsoft Suite, Asana

EXPERIENCE

CurveBeam AI

07/2022-Present || Marketing Administrator

- Create and manage all social media graphics and engagement for various social media platforms such as Instagram, Tiktok, LinkedIn, Facebook, and Twitter
- Create digital and print media for mailings, trade shows, and digital downloads
- Implement a re-brand across all placements of branding such as website graphics, print media, social media, and more
- Recreate web pages to create a better user interaction and user experience

03/2021-09/2021 || Marketing Intern

- Created designs and information graphics for various audiences, such as: health care professionals, patients, trade show events, and general public
- Created content and maintained brand for various social media platforms, such as: Instagram, Twitter, Tiktok, Facebook, and LinkedIn
- Grew the Instagram reach over 200% and over 16,000 views on both Tiktok and Instagram reels
- Maintained and helped curate CRM campaigns with marketing and business development team

Chick-Fil-A

01/2016-12/2021 || Team Leader

- Created designs, illustrations, and sample layouts for mass delivery
- Developed, documented, and designed an annual training team report
- Regulated day to day store operations and oversaw shift management
- Performed administrative duties, labor management, and guest care duties
- Provided excellent customer service, monitor customer satisfaction and resolve any customer issues

Delta Gamma

12/2020-12/2021 || Director of Public Relations

- Created social media content (stories and select posts) that were cohesive with Delta Gamma's message and branding
- Assisted with all aspects of public relations with the campus, community, alumnae, advisers and members of other fraternities/sororities
- Planned and published a newsletter, in conjunction with other directors, informing alumnae, members' families, and regional specialists about chapter activities, events, and accomplishments