



Katie Marie Gray

<https://kmgray41.wixsite.com/katie-marie-gray>
kmgray41@gmail.com

PROFESSIONAL EXPERIENCE

Marketing Coordinator & Designer

NACM Connect | Hybrid

April 2024 - Current

- Designs print and digital materials (flyers, ads, etc.) for marketing campaigns.
- Employs state-of-the-art knowledge of software for creation of campaigns and newsletters.
- Updates association Website with new content (events, photos, videos, blog posts).
- Designs and writes copy for event marketing campaigns (Annual Meetings, Fall Conferences, etc.).
- Utilizes Adobe Creative Suite (Express, Illustrator, Photoshop, Rush, Premiere Pro) and Canva to design creative posts.
- Produces high-converting editorial and marketing content that is value-driven and engaging.
- Maintains knowledge of software and techniques to ensure websites remain state-of-the-art.

Art Educator & Designer

Board of Education | Chicago & Remote

October 2012 - April 2024

- Utilized data-driven results to improve art REACH scores by 30% and learner retention by 20%. Exhibited attention to detail and ability to work in a fast-paced environment.
- Designed a variety of instructional materials for traditional instructor-led courses, online programs, web-based learning aids or products and other programs as needed.
- Prepared landing pages for Art Programs and Events.
- Facilitate communication and updates with the Young Rembrandts and Artsonia Websites.

EDUCATION

Google Data Analytics and UX Design Certification | Completed with Certificate
Nucamp Coding Bootcamp | Full-stack Web development | Completed with Certificate
Northeastern Illinois University of Chicago, IL | MAT Art Education | Graduated
Columbia College of Chicago, IL | BFA in Art & Design | Graduated

SKILLS

Technical Skills: Adobe XD | Figma | Creative Suite | Excel | Cloud | Google Analytics | Ads
| Microsoft Word | Microsoft Powerpoint | Premiere | Adobe XD | Sharepoint | Monday | Acrobat
| Express | Canva | Constant Contact | Formstack | Agile | Git | SurveyMonkey | Mailchimp | SEO
Languages: HTML | CSS | R | Javascript | Node | Bootstrap | SQL | Typescript | XML | React | C++
Wordpress | Elementor | Divitheme | CMS | LMS |