

KATHERINE AMICK

WHITESTOWN, INDIANA

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Online Portfolio: www.KatherineAmick.com

CAREER OBJECTIVES

- To work in a print and online media setting where my leadership, writing, editing, web, and graphic design skills can be utilized to my fullest advantage
- To secure a position where my passion for design, ability to learn quickly and desire to take on new challenges can be fulfilled

PRACTICAL SKILLS

- Highly creative, adaptive and can implement new ideas
- Excellent communication skills and a strong client oriented professional work ethic
- Comfortable with critical project analysis and independent decision making
- Excellent computer skills and advanced technological comprehension

KNOWLEDGE

Software

- Adobe Creative Cloud®
- HubSpot Business Software
- Microsoft Office® Applications

Languages

- PHP 5.0
- HTML, XHTML, CSS
- Javascript

Additional Skills

- Typography and Layout Design
- Photography
- Color Theory

CERTIFICATIONS

HubSpot Business Software

- Social Media Marketing
- Contextual Marketing
- Inbound Certificate

Communication

- Graduate Certificate in Strategic Communication Management

EDUCATION

Purdue University 2021 – 2023

West Lafayette, Indiana
Master of Business Administration

Purdue University 2020 – 2021

West Lafayette, Indiana
Master of Science in Communication
Concentration: Integrated Communication and Advertising

Purdue University 2003 – 2006

West Lafayette, Indiana
Baccalaureate Degree – Visual Communications Design

EXPERIENCE

Marketing Specialist / Graphic Designer June 2018 – Present

Hurco Companies, Inc.
Indianapolis, Indiana

- Write brochures, web copy, video scripts, press releases, blog posts, and create sales training presentations
- Maintain advertising, social media, and editorial calendars
- E-marketing including message creation, website landing pages, and list management
- Layout and design of marketing materials (product brochures, technical catalogs, advertisements, and other promotional items) for Hurco, Takumi, and Milltronics
- Collaborate with sales and marketing team for trade show planning

Marketing Services Manager July 2016 – May 2018

Skyline Corporation
Elkhart, Indiana

- Collaborated with eight manufacturing divisions to design/produce effective promotional materials
- Developed distinctive logos for various home series and park model product lines
- Photographed Skyline Homes and Shore Park by Skyline park models and created virtual tours for marketing materials – print and web
- Coordinated with and managed agency partners on Skyline Homes and Shore Park by Skyline website redesigns
- Created marketing presentations for shareholders
- Obtained necessary consent and provided final approval on all show displays, press releases, marketing collateral, products, and promotions
- Developed advertising/show schedules and maintained all marketing project deadlines

Communications Specialist March 2010 – July 2016

Poor Handmaids of Jesus Christ (PHJC) / The Center at Donaldson
Donaldson, Indiana

- Designed all print materials (advertisements, annual reports, ministry appeals, brochures, Mass and service booklets, newsletters, posters, etc.) as needed for the PHJC-sponsored ministries and The Center at Donaldson
- Completed projects by coordinating with outside agencies, printers, etc.
- Tracked mass mailings for the Development Office after design completion
- Created logos for ministries and special events
- Edited all materials for publication

AWARDS

- **Blessed Catherine Kasper Co-worker Awards**
The Center at Donaldson
Donaldson, Indiana
- **2010 Purdue University Young Alumni Award Recipient**
West Lafayette, Indiana
- **Full Academic Tuition**
Laidig, Inc. Scholarship Recipient
Administered by the Community Foundation of St. Joseph County
South Bend, Indiana

ORGANIZATIONS

- **Purdue Alumni Club of St. Joseph Valley**
2006 – Present
South Bend, Indiana
- **Purdue Alumni Association**
Lifetime Member
2006 – Present
West Lafayette, Indiana
- **American Institute of Graphic Arts (AIGA)**
2016 – Present
Indianapolis, Indiana Chapter

EXPERIENCE *(continued)*

Technology Specialist March 2009 – March 2010
Poor Handmaids of Jesus Christ
Donaldson, Indiana

- Provided technology services for audio/visual systems and equipment
- Updated website
- Provided communications support for congregational meetings and events
- Worked with religious congregation, PHJC ministries and various offices in planning projects and events
- Provided graphic design support to the Communications Specialist
- Designed multimedia presentations as needed for PHJC ministries

Adjunct Instructor (CGT 141) January 2009 – May 2009
Purdue Polytechnic South Bend
South Bend, Indiana

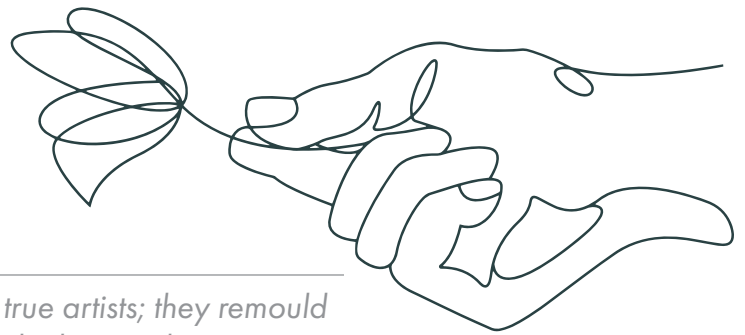
- *The course explored the history, architecture and development of the World Wide Web. Tagging and scripting languages were covered in a tool-independent environment. Topics also included authoring tools, design, graphic and multimedia formats, and commerce, implementation, and security issues.*

Marketing / Graphic Designer November 2007 – October 2008
Dutchmen Manufacturing, Inc. *(Economic Layoff)*
Goshen, Indiana

- Designed/Edited marketing materials such as brochures and point of purchase items for RV product lines
- Updated/Created web page layouts for RV product lines and services
- Developed logos for new RV product lines
- Coordinated mass mailing projects and tracked progress of marketing promotions
- Developed online Flash training presentations for sales and consumer use

Graphic Designer September 2006 – November 2007
TP Orthodontics, Inc.
La Porte, Indiana

- Designed marketing materials for products and services
- Developed logos new for orthodontic product lines
- Updated existing documents



Time and memory are true artists; they remould reality nearer to the heart's desire.

— John Dewey

References available upon request.