

# KATIE PRINCE

marketing coordinator, copywriter, designer

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## BIO

Experienced marketing coordinator, copywriter, and designer with a background in publishing, journalism, and marketing. I'm passionate about helping businesses develop their brand voices, whether through the creation and design of promotional materials or copywriting for innovative ad campaigns.

## EDUCATION

MFA, Creative Writing—2015  
*University of North Carolina Wilmington*

BA, English Language and Literature—2012  
*University of Missouri*

## SKILLS

### Design

- Adobe InDesign, Photoshop, Illustrator (Creative Cloud)
- Typography
- Layout
- Pre-press print design packaging
- Book design and threading
- Print and web advertising experience
- Squarespace and Wix website platforms
- Understanding of HTML
- Both Mac and Windows operating systems

### Copy

- Clear, concise writer
- Experience writing for a wide range of voices
- Chicago style, AP style
- Style guide creation

### Social

- Facebook
- Twitter
- Pinterest
- Yelp
- LinkedIn
- Constant Contact

### Admin

- Resumate
- Filemaker

## RELEVANT EXPERIENCE

### Part-time Marketing Assistant Broderick Group—Feb. 2017–Present

- Update flyer templates and legal documents in Adobe Creative Cloud
- Design new flyers, presentations, and projects
- Format and send emails to clients using Constant Contact
- Edit and proofread materials before they go out the door

### Contract Copywriter French Press Marketing—Aug. 2016–Present

- Write blog posts, newsletters, bios, and web copy to align with brand voices of client companies
- Brainstorm engaging ways to approach assigned articles while prioritizing SEO needs
- Present research clearly and concisely

### Social Media Marketing Coordinator / Admin Assistant The Nanny Authority—June 2015–July 2016

- Managed company social media accounts and advertising (Twitter, Facebook, Pinterest, Yelp, LinkedIn)
- Designed promotional materials (brochures, flyers, social media postings)
- Wrote weekly blog posts and monitored SEO tracking information
- Created company-wide style guide for use when writing on the internet
- Worked with advertisers
- Performed all administrative duties (answering phones, contacting references, scheduling appointments, etc.)

### Teaching Assistant The Publishing Laboratory—Aug. 2012–May 2015

- Assisted students and TAs in using InDesign, Photoshop, and Illustrator
- Designed spreads for *Ecotone* issues 14–19 and cover for *Ecotone* issue 19
- Designed interiors and covers for local anthologies and chapbooks, spreads for *Ecotone*, posters, and broadsides for visiting writers
- As instructor of Bookbuilding (CRW 323), taught students how to use Adobe Creative Suite to design a book
- Assisted with packaging books and designing promotional materials
- Wrote press releases and copyedited tip sheets and other promotional materials

### Intern Lookout Books—Aug. 2013–May 2015

- Wrote blog posts and designed social media-specific images to advertise the press's books
- Created a galley list for each book, choosing reviewers and outlets to help promote the book
- Lead interior designer for *Astoria to Zion: Twenty-Six Stories of Risk and Abandon from Ecotone's First Decade* and *Honey from the Lion*
- Created hand-drawn, historically relevant type for title page of *Honey from the Lion*
- Worked with a team on cover development process for *Honey from the Lion*, from initial research to final rounds
- Proofread *Honey from the Lion*, *Astoria to Zion*, and sections of *River Bend Chronicle*
- Designed tip sheets, promotional broadsides, flyers, and posters for events across the country (Seattle, Boston, NYC)