

KATRINA SCOTT

MARKETING & DESIGN SPECIALIST

EXPERIENCE

MARKETING AND COMMUNICATIONS COORDINATOR

Abe's Garden Community | Nashville, TN | Feb 2024 - present

- Leads end-to-end processes of a triannual 8-page mailed newsletter, 4-page monthly print and digital newsletter, and bi-monthly digital newsletter
- Achieved a 160% increase in social media reach, 72% boost in interactions, 30% growth in link clicks, and 110% rise in followers within the first 90 days.
- Collaborates with media and vendors to coordinate successful community events, ensuring seamless execution and high engagement.

GRAPHIC DESIGN AND MARKETING ASSISTANT

Taylor Beach Design | Nashville, TN | Aug 2022 - Feb 2024

- Planned and designed social media content including Reels and advertisements, videos and motion graphics
- Wrote engaging copy for social media posts, incorporating keywords to increase SEO and using Meta best practices
- Automated messaging and newsletters through Shopify and Mailchimp, using website pop-ups to boost interaction

TEACHING ASSISTANT PROGRAM IN FRANCE

TAPIF | Normandy, France | Sept 2021 - May 2022

- Acted as American cultural ambassador to students aged 11-14 to facilitate their learning of language and global cultures
- Created unique, engaging lesson plans for 50 different groups of 15 students with varying levels of English skills

EDITOR-IN-CHIEF AND CREATIVE DIRECTOR

MTSU Collage Magazine Staff | Murfreesboro, TN | 2017-2021

- Oversaw production, design, layout, typesetting, and printing of 32-page award-winning magazine
- Reviewed visual and literary art to select best submissions
- Coordinated staff of 40+, including facilitating in-person and virtual meetings with cross-functional teams

EDUCATION

BACHELOR OF ARTS, VISUAL ART

BACHELOR OF SCIENCE, FRENCH LANGUAGE

Middle Tennessee State University, 2021

Summa Cum Laude
Buchanan Fellow (Highest Academic Honors)

CONTACT

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Nashville, TN

SUMMARY

Highly organized and motivated marketing & design specialist with six years experience in professional creative problem solving. Seeking to bring high level of initiative and excellent attention to detail to new role.

SKILLS

- Adobe Creative Suite
- Bilingual
- Content creation
- Copywriting
- Email marketing
- Event coordination
- Excellent communication
- Google Ads & Suite
- Meta Business Suite
- Microsoft 365 Products
- Page layout
- Photography
- Professional proofreading
- Storytelling
- Videography
- Visual art and design
- WordPress