



# KATHRYN MARIANO

Creative Communicator with Design, Writing and Social Media Savvy

✉ kathmariano@gmail.com

☎ (781) 258-2078

🌐 in/kathrynmariano

🐦 @kaaath521

📷 @kaaath521

📌 /kaaath521

## QUALIFICATIONS

### Design Specialties

- Logos
- Booklets
- Reports
- Infographics
- Posters
- Invites
- Advertisements
- Flyers
- Brochures
- Presentations
- Photo Editing
- Basic HTML/CSS

### Proficient In

- ✓ Adobe Creative Suite
- ✓ Constant Contact
- ✓ Wordpress
- ✓ Prezi
- ✓ Social Media  
(Facebook, Twitter, Instagram)
- ✓ Visix Television
- ✓ Google Drive Programs
- ✓ Microsoft Office
- ✓ Windows & Mac  
Platforms

## EDUCATION

**Boston University**  
Master of Science in  
Advertising, 2017-2019

**Merrimack College**  
Bachelor of Arts, 2008-2012

Digital Design Major,  
Communication Minor  
Graduated Magna Cum Laude

## PROFILE

An extremely organized, passionate and deadline-oriented graphic designer with eight years of professional experience in the higher education, healthcare and finance industries. Recognized for exceeding expectations, quick turnaround and easily adapting to corporate branding guidelines.

## PORTFOLIO

[www.kamardesign.com](http://www.kamardesign.com)

## PROFESSIONAL EXPERIENCE

### Crackerjack Communications • Wellesley, MA

Graphic Designer February 2020 - Present

- Produce whitepapers, infographics, PowerPoints, flyers, brochures, video and social media graphics for clients in the financial services, healthcare and higher education industries while maintaining their brand guidelines and preferences

### Boston University School of Medicine • Boston, MA

Communications Manager July 2019 - February 2020  
Communications Specialist/Graphic Designer October 2016 - July 2019

- Created visually appealing communications deliverables for web and print, including special event invites, brochures, reports, and email announcements for nearly 4,000 faculty, staff and students
- Managed digital signage program, which included editing, formatting, designing, and posting campus-wide TV advertisements to promote events, grand rounds and seminars
- Wrote and published stories for the school's newsletter, website and magazine to enhance mission and brand awareness
- Oversaw strategy and content for the school's social media channels
- Coordinated print requests between internal clients and external print vendors

### MEDITECH • Waltham, MA

Senior Graphic Designer November 2015 - October 2016  
Graphic Designer June 2012 - November 2015

- Lead designer for all internal and external events
- Provided fresh ideas and designs for poster and table signage, agendas, badges, email and TV graphics, invites and postcards used at events in the United States, United Kingdom and Canada
- Created and designed logos, flyers, infographics, presentations and tradeshow banners for Client Services, Recruiting, Staff Development and Marketing Communications divisions

### Merrimack College • North Andover, MA

Freelance Designer September 2012 - February 2020

- Remotely designed for Undergraduate and Graduate Admissions offices
- Efficiently crafted digital/print ads, annual reports, event/campaign posters, Admitted Students Day event materials and invites, postcards, brochures and flyers as requested

Graphic Design Intern, Admissions January - May 2012

- Created postcards, invites, web banner advertisements, logos, social media graphics and informational flyers for recruiting purposes

Peer Advisor, O'Brien Center for Student Success September 2009 - May 2012

- Designed all posters, flyers and marketing materials for campus-wide events and workshops
- Effectively critiqued, edited and helped format student resumes and cover letters

### State Street Corporation • Boston, MA

Intern, Employee Communications Summer 2011

- Assisted with migration, restructure and archival of company's legacy intranet site
- Helped write and publish intranet content—including global articles and feedback polls

Intern, Global Services Americas Summer 2010

- Assisted program manager with coordinating weekly meetings and email communication, serving as a liaison to 35 interns