

# KATHLEEN HUMPHRIES

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www.kathihumphries.com  
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## TECHNOLOGIES/SKILLS

Print and Digital Design | HTML, CSS, JavaScript | UI/UX | Email marketing | Social Media | Hubspot, Pardot/Marketing Cloud  
WordPress & Drupal | Adobe CC | SEO | SEM

## EXPERTISE

- Develop and implement marketing strategies and campaigns, partnering across teams and departments, as well as identifying new opportunities for engagement and growth.
- Manage development team and third-party vendors to execute website improvements and new functionality, testing, social and ppc advertising, printing, and photography and stock assets.
- Create and develop branding look and feel and implement brand guidelines to ensure consistency across departments and collateral.

## PROFESSIONAL EXPERIENCE

**SENIOR DESIGNER/MARKETING STRATEGY**—Contractor: *Fathom Travel and Hurtigruten*, Seattle, WA—June 2016–Present  
Design brochures and advertising for both print and digital space and collaborate with teams on strategies and campaigns to increase engagement and grow new business.

- Manage and design high volume email campaigns, weekly e-newsletters, and produce assets for online marketing.
- Design print and digital collateral, establishing new look and feel to meet global guidelines.
- Collaborate with teams on overall strategy and new campaigns that shape the customer journey.

**WEB AND EMAIL MANAGER/DIGITAL DESIGNER**—*TCS World Travel*, Seattle, WA—Oct. 2012– June 2016  
Conceptualized and executed all digital design (web, email, social media, video, mobile, and tablets), owning the process throughout. Collaborated with other departments and key stakeholders to drive the company's digital marketing strategy.

- Provided thought leadership and structure for website, development, updates and enhancements to ensure website is user-focused and intuitive. Worked with the Development team and third-party vendors and contractors to manage tickets in JIRA, track enhancement requests and recommend feature updates and collaborate to create new templates and other functionality.
- Designed and developed new web page layouts and components, verifying features, services and pages across browsers and platforms. Developed use cases, user scenarios, site maps, wireframes and workflow diagrams as necessary.
- Managed a large number of email campaigns, segmentation strategies, and weekly email newsletters. Built requirements for list segmentation, workflows and triggered events. Also worked with Sales department to schedule emails that supported their initiatives.

**DESIGNER**—Contractor: *Wizards of the Coast and Freelance Design and Marketing*, Seattle, WA—Feb. 2011–Oct. 2012  
Provided design and production of marketing collateral for Magic the Gathering (MTG) and Dungeons and Dragons (D&D). Worked with local authors and small businesses on marketing strategies and collateral.

- Laid out campaign collateral, game components, and instructions in 13 languages for MTG and D&D. Also laid out novels for Kindle.
- Laid out eBooks, designed book covers and marketing collateral, consulted on web and social media and established and maintained WordPress websites.

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## ADDITIONAL EXPERIENCE

### **SENIOR DESIGNER AND NEW MEDIA SOLUTIONS** —*Aon Consulting, Seattle, WA*—Aug. 2003–Feb. 2011

Created and implemented creative solutions to promote products and services, engage employees, and drive behavior.

- Created wellness branding and strategies to communicate benefits, increase program participation, and promote healthy lifestyles.
- Designed and produced websites and printed collateral to promote employee participation in programs and increase engagement.
- Explained and facilitated the use of social media tools (Facebook and Twitter) to promote benefits programs and incentives.

### **VOLUNTEER INSTRUCTOR**—*One Northwest: Web University, Seattle, WA*—2002

- Taught the principles of web design to nonprofit organizations and demonstrated how to use the web to promote their mission and increase membership and donations.

### **GRAPHICS INTERNSHIP**—*KCPQ FOX 13, Seattle, WA*—2001

- Created print and on-air graphics to support news stories and promote the station.

### **ASSISTANT TO DEAN OF SOCIOLOGY/TUTOR**—*Minnesota State University, Moorhead, MN*—1994–1996

- Transcribed and edited manuscripts for textbooks and wrote study guides and lecture summaries for students .

### **EDITOR/PRODUCTION**—*Prairie Public Television, Fargo, ND*—1994–1996

- Operated production equipment for in-studio programs (cameras, lighting, switcher, audio, set design and build) and edited station promotional breaks.

### **INTERNSHIP/CONSTITUENT ADVOCATE**—*US Senator Byron Dorgan (ND), Fargo, ND*—1993–1994

- Supported the day-to-day management of the State office by assisting constituents, organizing press conferences, and growing community relationships.

## EDUCATION

### **AAAS Visual Communications**, emphases in **Web Design** and **Video Production**.

Shoreline Community College, Shoreline WA, Honors. Selected Designer for Multicultural Week.

### **Bachelor of Arts English/Communications**, Minor Women's Studies

Minnesota State University Moorhead, Moorhead MN, Dean's List.