KATHERINE DANAHER

e: kdanaher1986@gmail.com | t: (757) 546 - 4069 | portfolio: www.kd-2.com

Professional Summary:
Creative Graphic Designer with experience developing cohesive brand identities through print, digital, and web design. Skilled in creating marketing materials, managing WordPress and WooCommerce websites, and designing customer-focused digital experiences. Passionate about helping businesses strengthen their brand through thoughtful design, strategic marketing, and engaging online experiences.

USA Tile & Marble
Senior Graphic Designer | Brand & Web Designer 2022 - Present

- Lead the design and execution of brand and marketing initiatives across multiple companies, developing cohesive visual identities across print, digital, and web platforms.
- Design, maintain, and optimize WordPress and WooCommerce websites, improving usability, product presentation, and overall customer experience.
- Create a wide range of marketing and brand assets, including digital content, product catalogs, promotional campaigns, and trade show materials to support sales and brand consistency.
- Collaborate with cross-functional teams to support SEO, content management, and digital marketing initiatives across multiple brands.
- Leverage generative AI tools (ChatGPT and Claude) to support marketing content creation, website troubleshooting, and e-commerce workflow optimization, improving efficiency across design and operations tasks.

Physicians Central Business Office (PCBO)
Web Designer/Graphic Designer December 2020 – March 2022

- Developed and executed promotional marketing campaigns across both print and digital platforms, enhancing brand visibility and engagement.
- Designed and edited video content and motion graphics, ensuring cohesive visual storytelling across all media.
- Managed web design projects on WordPress, optimizing user experience and site functionality.

H&H Jewels
Online Sales Manager/Graphic Designer August 2018 - August 2019

- Managed online product sales and customer service, driving revenue growth and enhancing customer satisfaction.
- Created and implemented engaging content for social media platforms, including Facebook and Instagram, utilizing animations and layout design to boost brand awareness and follower engagement.
- Led the end-to-end design process for digital marketing materials, ensuring consistency and high-quality visuals.

Altadis
Graphic Designer Nov 2017 - August 2018

- Held a temporary role focused on layout design and content updates for tobacco product labels, ensuring compliance with industry standards and brand guidelines.

Education Background

Wyncode Academy
Web Development Certificate (Ruby on Rails, JavaScript)

Miami Ad School
Continuing Education Certificate Programs (Design, Creative Strategy)
2015–2016

Tidewater Community College
Associate of Arts (Fine Arts)
2004–2008

Professional Skills

Web & CMS: *WordPress (Elementor, Divi, Beaver Builder), WooCommerce, Wix, ACF*

Design: *Photoshop, Illustrator, InDesign, Premiere Pro*

Marketing: *Brand Development, Digital Marketing, Email Campaigns, Content Creation*

E-commerce: *Product Pages, Catalogs, Workflow Optimization*

AI Tools: *ChatGPT, Claude (content, ideation, workflow support)*