



# Catherine Graham Sibley

## PROBLEMS SOLVED.

fine art & excellent design

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

WORKS

## Design

### PRINT:

Brand Guidelines  
Logos  
Brochures  
Flyers  
Direct Mailers  
Wall and Window Wraps  
Posters  
Billboards  
Giveaway Items

### DIGITAL:

Full Stack Web Developer  
Website Design  
A/B Testing  
Email Graphics  
Social Media Graphics  
Downloadables  
Sales Resource Interfaces  
Infographics

### OTHER:

PowerPoint  
Sales Presentations  
3D Modeling (Sketchup)  
Interior Design  
Trade Show Exhibit Designs

## Illustration

### CHILDREN'S BOOK:

*Ruth's River Dreams*

### EDUCATIONAL SERIES:

The Life of Black Hawk  
The Story of Dred Scott  
*Children in the Civil War Illustrated*  
*Children's Activity Book*

### OTHER:

Missouri History Museum  
Children's Mascot  
Lenten Bulletin Series  
Co-taught Children's Book  
Development Class

## Project Management

### TRADE SHOW EXHIBITS: SERVING CLIENTS START TO FINISH

I oversaw proposals, exhibit design, exhibit construction, and show management, while developing and strengthening client relations. I secured over \$350,000 in new client sales and over \$200,000 in repeat customer sales.

### DIGITAL SALES RESOURCE CENTER: RECOGNIZING & SOLVING A NEED

I identified pain points and analyzed marketing resource effectiveness. I crafted a user-friendly interface encompassing sales training, resource distribution, and content issues to address systemic problems. I designed PowerPoint templates, presentations, handouts, and training resources.

### ILLINOIS DARTS: CREATING A BRAND

I developed the Illinois Darts brand used digitally and in print statewide.



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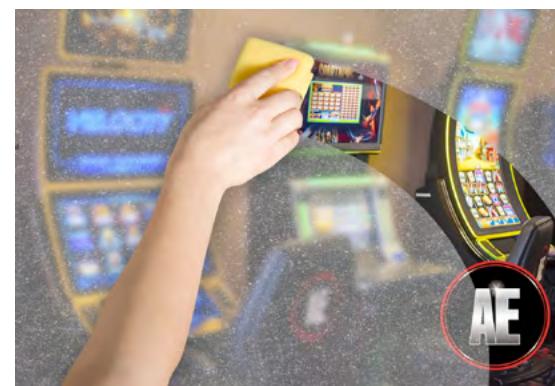
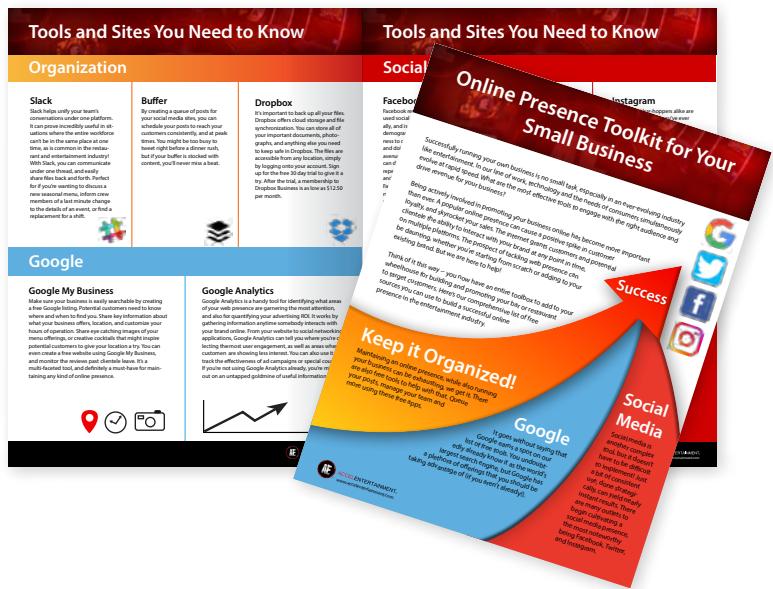
## Print



# Over 10,000 Projects Completed



Window Decals and Photo Editing Displayed Above



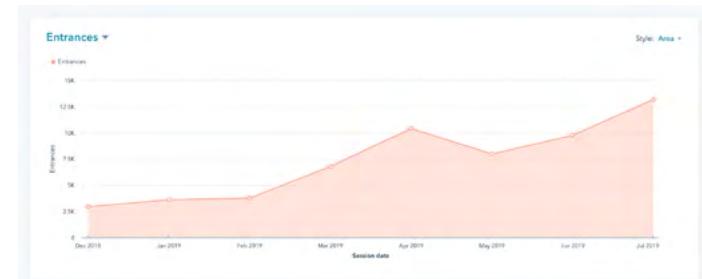
## Digital

## OPTIMIZING WEB PERFORMANCE

### IMPROVING PERFORMANCE UNDER TIGHT TIME-FRAMES

Accel's web performance improved by over 200% during the time I served as the digital graphic design lead. In six months I learned coding, redesigned the website, updated social media graphics, created email templates, designed 6 content offers and completed A/B Testing. My work, in conjunction with the three other members of the digital marketing team, resulted in unprecedented growth.

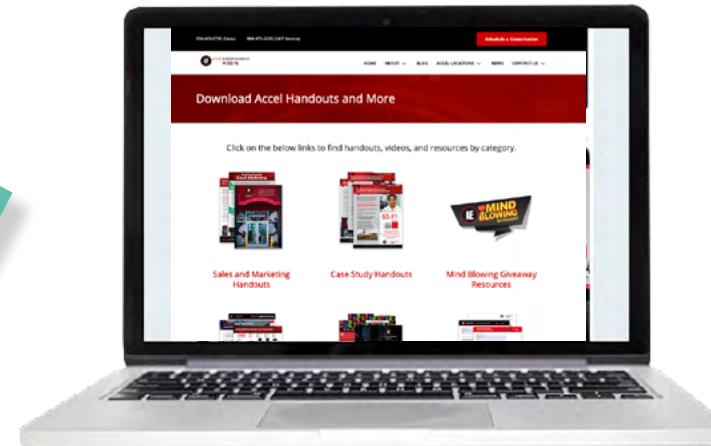
## Over 200% Growth in Page Views & CTA Clicks



## Over 100 New inbound leads created monthly



## Over 300 Pages Made Since 2017



## ILLUSTRATION

# Ruth's River Dreams

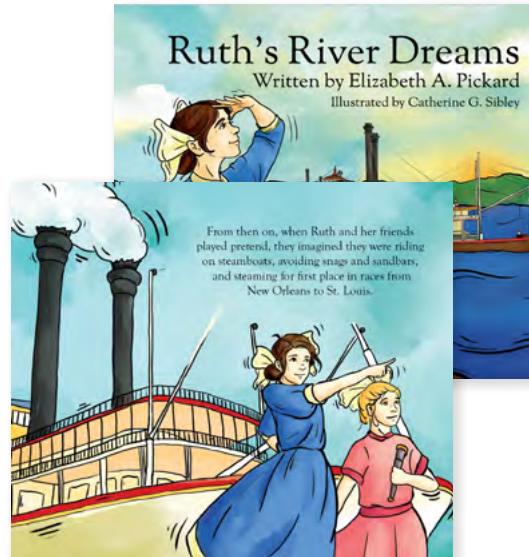
# RUTH'S RIVER DREAMS

## CHILDREN'S BOOK WRITTEN BY ELIZABETH PICKARD

*Ruth's River Dreams* was inspired by the real life of Ruth Ferris, a woman who recorded and taught about riverboat history on the Mississippi River. Her life spanned from 1897 to 1993.

For this project I examined dozens of historical documents to create period-specific illustrations. I also provided character style, font, and formating direction based on the author's goals, and produced the final print ready files.

Originally published in *Ruth's River Dreams*, Missouri Historical Society Press, 2020.



## Design Concept Work:



A *very* long time ago – longer ago than your grandparents can even imagine – there lived a girl named Ruth.

-Athelias



# ILLUSTRATION

# Glory: Museum Mascot

# GLORY: MUSEUM MASCOT

MISSOURI HISTORY MUSEUM'S EDUCATIONAL DEPARTMENT CHILDREN'S MASCOT

*In my opinion, understanding who your target audience is, and what they want, and writing to them (and only them!) is the most important component of being successful as an author. - John Locke*

In 2015, The Missouri History Museum (MoHis) sent out an RFP for a gargoyle mascot for educational youth programing based on gargoyles in the museum.

MoHis serves thousands of children every year coming from a wide variety of racial and economic backgrounds. In the spirit of John Locke, I built my mascots to match. My proposal included two versions based on different age ranges and strategies to connect with children. Glory 1 (Age 4-9) was designed to be the lovable friend that kids connect to, whereas Glory 2 (Age 8-14) was the character kids want to become.

I designed the winning character, Glory 1 (shown below), to appeal to young children from diverse cultural and racial backgrounds -- and their parents, too! It is huggable, androgynous, playful and animal-like. Its personality was inspired by the MoHis theater department's playful energy and characters. The design was influenced by Dora the Explorer, Mickey Mouse, and an age 4 child's body-build.



## PROJECT MANAGEMENT

# Digital Sales Resource Center

**Corporate Presentation**  
Create your custom corporate presentation

**Accel Corporate Presentation**

Accel Corporate Presentations are intended for corporate chain accounts only. Presentations may incorporate location specific data and are intended for data inclined presentations. **These presentation(s) can not be used as is.** If you want to use one of these presentations for a non-chain, non-corporate account, please review first with your manager. [Click here for a handout covering all corporate slides.](#)

1. Select the Standard Corporate Presentation below that matches your lead's state. You may select more than one.  
2. Select the Standard Corporate Add on Section(s) that you want to use.  
3. Copy and paste the Add On Sections / any additional state slides into your base presentation.  
4. Change out the company name on cover slide.  
5. Replace the Accel logo with the company logo on the master slide in top right corner.  
6. Request any data needed from Sales Operations and add in the data specific to your location as needed.  
7. Send the presentation back to Sales Operations for review.

**Download Accel Handouts and More**

Click on the below links to find handouts, videos, and resources by category.

**Sales and Marketing** **Case Study Handouts** **Mind Blowing Giveaway**

### Customizable Presentations for Tablets & Print:



## RECOGNIZING & SOLVING THE NEED

### DIGITAL SALES RESOURCE CENTER

In 2018 I was tapped to spearhead the creation of a new first-touch presentation to improve sales pitches across the state. I collaborated with sales, data, and marketing to identify key selling points with the aim of increasing closure rates.

While interviewing regional sales leads and marketing, I found larger systemic issues. Only a small percentage of the sales force fully utilized marketing materials and followed best practices for pursuing leads. Many sales members had no idea what materials were available to them. Customization of presentations was inefficient. New hires often had confusion about what steps to take when approaching a lead for the first time.

Consequently, I petitioned to forge a more comprehensive set of training resources that new hires and sales veterans could access online. I surveyed leading sales team member's processes and strategies. Together with the lead generation team, I engineered the Digital Sales Resource Center. The pages shown here highlight a few of the resources the final result provides today.



## PROJECT MANAGEMENT

# Illinois Darts

**IL DARTS-NORTH  
ROCKFORD WINTER TRAVEL LEAGUES**

**SIGN UP DECEMBER 1<sup>ST</sup> - DECEMBER 31<sup>ST</sup>**

START DATE & DAY	COST	LEAGUE TYPE	PEOPLE PER TEAM
Tuesday January 7 <sup>th</sup> 7:00 PM	\$6.00 Per Person Plus Quarter	Combo - (301 Freeze/ Cricket) 13 Games Handicapped	4 Person
Wednesday January 8 <sup>th</sup> 7:00 PM	\$6.00 Per Person Plus Quarter	Mixed Triples Combo - (01 & Cricket) 15 Games Handicapped	3 Person
Thursday January 9 <sup>th</sup> 7:00 PM	\$6.00 Per Person Plus Quarter	Combo - (01 & Cricket) 15 Games Handicapped	2 Person

For more information, upcoming events, stats and schedules visit [www.aeplayer.com/illinoisdarts](http://www.aeplayer.com/illinoisdarts). For any questions please contact Mike at 815-621-0100.

**CHECK OUT OUR FACEBOOK PAGE!** [www.facebook.com/IllinoisDarts/](http://www.facebook.com/IllinoisDarts/)

**AE ACCEL ENTERTAINMENT. ILLINOIS DARTS FSG AG G3**

**CASE STUDY**

### The Cooler Hits the Mark with Accel Entertainment

The Cooler is one of Accel Entertainment's partner establishments in Rock Falls, IL. Owners operated by Rene and Kendra Sotelo. The Cooler is a darts bar in the community since going live with Accel Entertainment in late 2012. When asked why he partnered with Accel, Rene spoke of a meeting that Accel representatives set up with a group of local business owners when gaming came to their area. "Accel explained how the gaming was going to work for us, what we had to do to prepare ourselves for the gaming," says Rene.

"That meeting alone told me that I needed to go with Accel because they were upfront and told us exactly what we needed to do."

Accel Entertainment is a partner for The Cooler for more than just video gaming. Accel also provides The Cooler for their darts needs. Since The Cooler is known as a darts bar in the area, the Sotelos appreciate how much support Accel provides them regarding darts.

Speaking about how important darts is to his business, Rene says, "Darts has a huge role. We have Monday and Tuesday night leagues. They bring in a lot of people. It's a great place to hang out with your family and we throw darts. So not only are they here for us to enjoy their company, but they also jump on those gaming machines when they're bored in between games, so it's a constant revenue thing for us."

Learn more about Illinois Darts at [aeplayer.com/illinoisdarts](http://aeplayer.com/illinoisdarts)

**RENE & KENDRA SOTELO**  
The Cooler, Rock Falls, IL

**...they [Darts player] also jump on those gaming machines when they're bored in between games, so it's a constant revenue thing for us."**



## CREATING A BRAND

### ILLINOIS DARTS

Between 2017 and 2020 I developed the Illinois Darts Brand currently used in over 500 bars and restaurants across Illinois.

Materials include advertising handouts, jerseys, web-pages, social media graphics, and seasonal league posters.

**ILLINOIS DARTS**

Illinois Darts

Illinois Darts is Accel's premier darts organization - comprised of regional leagues and tournaments throughout the state. Through leagues and tournaments, players can receive great payouts and rewards. Leagues run in the summer, fall and winter - new teams are forming now!

**Leagues by Region**

I want to work with you.  
Visit my website to learn more.  
[www.catherinegrahamdesign.com](http://www.catherinegrahamdesign.com)