

Katherine McConnell



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PROFESSIONAL EXPERIENCE

2010-Current *Marketing Director*
Portland, OR

- Manage and coordinate all marketing, advertising and promotional outlets for Malarkey Roofing Products, a local manufacturing company.
- Manage a national advertising campaign creation and execution.
- Collect and analyze sales data, determine price points and markets for products.
- Determine, create, and manage a financial budget of \$5 million dollars.
- Developed marketing team to successfully implement programs.
- Conduct market research, study current market conditions and competitor information to implement new market plans.
- Development and deliver market plan for existing products including positioning, collateral and supporting material.
- Develop launch schedules, advertising, promotions, sales tools and event marketing.

2010 *Materials Developer and Innovation, LTD.*
Portland, OR

- Limited duration employee for ADIDAS America in Portland, Oregon.
- Developed and innovated trims, materials, and prints for the Promotional divisions at ADIDAS.
- Worked closely with suppliers and designers to develop trims for production.

2008-2012 *Freelance Designer*
Portland, OR

- Designer specializing in apparel production.
- Drafting technical sketches in Adobe Illustrator programs for product development.
- Expertise in apparel production and orchestration.
- Proficiency in sewing, garment construction, fabric dyeing and printing.

2009-2010 *Archivist Manager*
Portland, OR

- Digitally archived an apparel print collection for Blue Rider Corporation.
- Drawing upon my professional experience and education to archive the collection by identifying weave structures, print layouts, and print techniques

2007-2008 *Assistant Apparel Designer*
Seattle, WA

- Worked as Assistant Designer for Tommy Bahama Corporation's Men's Woven Shirt division
- Assisted with product development in the aspects of coloring prints, strike-off corrections, technical sketches, and engineered shirt development.
- Supported the design team with organization, deadline adherence, and communication with Tommy Bahama production partner

2007
Seattle, WA

Art Department Assistant Production Artist

- Responsible for graphic production development at Tommy Bahama.
- Created CAD designs from original art work for apparel production
- Assembled final design layouts for print production.

2006-2007
Seattle, WA

Color Librarian Artist

- Worked closely with Tommy Bahama design teams to manage color standards, lab dips, and color palettes for each design season and department.
- Managed the color swatches library and supplied swatches upon request for the design teams.

2006-2008
Seattle, WA

Freelance Costume Designer

- Worked as Lead Costume Designer for the Balagan Theater production of Big Love and Titus Andronicus.
- Worked as Lead Costume Designer for the Theater Schmeater production of Robin Hood.
- Articulated the Director's vision by designing and stylizing costumes.
- Assisted in designing costumes and fabric dyeing for the production.

2004
New York City, NY

Fashion Intern

- Intern for women's fashion designer Nanette Lepore in New York City's Fashion District.
- Assisted designers with sourcing, fabric dyeing, and assisted with New York Spring|Summer 2005 Fashion Week in Bryant Park

EDUCATION

University of California, Davis; Davis, CA

- Bachelor of Science, Design
- Graduated June 2005, Top 15% of Class
- 3.68 GPA

American Institute of Foreign Studies; Florence, Italy

- Renaissance Art History Study Abroad Program
- May 2003
- 4.0 GPA

Sonoma State University; Rohnert Park, CA

- Fine Arts Studies with Emphasis in Lithography
- May 2002

SKILLS & ACHIEVEMENTS

- Award winning advertising campaigns
- Proficiency with Adobe Photoshop, Illustrator, InDesign
- Proficiency with Microsoft Word, Excel, PowerPoint, Outlook
- Website development and SEO techniques
- Excellent project management skills
- UC Davis Dean's Honor List for two years
- Golden Key National Honor Society Member
- Machine Sewing, hand fabric dyeing, hand screen printing, and apparel development
- Fashion Cochair for UC Davis Design Department