

# Kate Wilson

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## BUILT PROJECTS USING

HTML • CSS • SASS • Twitter Bootstrap • JavaScript • JQuery • AJAX  
UnderscoreJS • BackboneJS • AngularJS • GitHub • Adobe Suite

## EXPERIENCE

**BENEFITFOCUS** Engineer | Information Systems 2.2016 // Present

**design** Re-designed & developed company-wide HR tool  
**teamwork** Designed & developed onboarding tool for our signature application  
**comms** Work as the liason between our technical team and the business  
**outreach** Create opportunities for associates to fulfill company service initiatives

**ESD** Marketing & E-Commerce Manager 11.2014 // 09.2015

**social media** increased audience tenfold  
**web** launched e-commerce website via Shopify & Webgility  
**pr** print coverage in national media outlets  
**design** graphics & branded packaging for e-commerce  
**tech** implemented technology to share information more efficiently including converting company email to Google Business Apps, teaching Google Docs to staff & integrating with IFTTT and other automation services

**The Art of Creating** Marketing Manager 07.13 // 11.2014

**social media** multiplied audience by six, launched blog with over 1200 unique viewers a month  
**web** rebranded to unite and cross promote companies  
**pr** national and regional coverage in print and online  
**design** print and online advertising, blog features  
**events** developed and executed share the harvest (1,000+ attendees), style mavens, mayday celebration & pitt street stroll event series  
**sales** created a sales incentive program to cross promote entire brand in partnership with outside vendors

**GOCO EVENTS** Director of Marketing & Creative Services 05.13 // 11.2014

**design** logos and websites for the launch of four new events  
**leadership** recruited and trained volunteers and interns  
**events** executed events for non profits and municipalities including piccolo spoleto and charleston fashion week, created new branded events

## EDUCATION

The Iron Yard | *Front End Engineering* 2015

College of Charleston | *B.A. Art History* 2013

## COMMUNITY INVOLVEMENT

CodeON | *Cofounder & Program Manager*

The Iron Yard Kid's Class | *Instructor*

Pecha Kucha | *Volunteer Coordinator*

CODE.org | *Hour of Code Volunteer*

Charleston Fashion Week | *Team Leader*