

# katie johnstone

joyful meaningful design

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## education

**NORTHWESTERN UNIVERSITY**  
B.A. Communication Studies  
B.A. International Studies  
9/2007 – 6/2011  
Magna Cum Laude

**CARNEGIE MELLON UNIVERSITY**  
Master of Human-Computer Interaction  
8/2019 – 8/2020

## experience

### BLUPRINT (CRAFTSY), an NBCUniversal company | Denver, CO

#### MANAGER, ANALYTICS 8/2017 – 5/2019

- Created KPI frameworks + dashboards for rebrand launch & tentpole cross-channel marketing initiative with NBCU.
- Led first team-wide KPI strategy process, developed dashboards & performed ad-hoc analyses for marketing, editorial, merchandising, & sales leading to greater data literacy among teams. Used Google Analytics/Data Studio + SQL.
- Managed new data collection requirements with database team enabling new automated analyses.

#### MARKETING ASSOCIATE 1/2016 – 8/2017

- Built C-level visibility YouTube marketing initiative as lead analyst, content designer & project manager.
- Innovated, analyzed & optimized strategies across marketing channels increasing audience acquisition 250% & monthly revenue 350%. Built loyal fanbases exceeding 800K subscribers.

#### ACQUISITIONS EDITOR 8/2014 – 1/2016

- Analyzed market research + audience surveys to develop product strategy.
- Designed 70+ online video classes. Acquired instructors, built course curricula, & strategized video production + merchandising.

### COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE | Thailand

#### PROGRAM FACILITATOR 7/2013 – 3/2014

- Designed + led workshops for 40+ American students on research methods, writing, & facilitation.
- Guided community research in public health + rural development alongside Thai staff, faculty, villagers & NGOs.

### INTERFAITH YOUTH CORE | Chicago, IL

#### DEVELOPMENT ASSOCIATE 6/2011 – 5/2013

- Successfully solicited \$10MM+ grant revenue while managing proposals + reporting for 30 private foundations.

tools — Google Analytics  
Google DataStudio  
SQL  
Python  
HTML  
CSS  
JS

skills — User research  
Agile development  
Facilitation  
Content design  
Data visualization  
Web analytics  
Web development

misc — Spanish (written, oral)  
Thai (conversational)  
Gymnastics  
Cycling  
Pastry  
Knitting  
Illustration