

katherine sexton

my work life is below and at katherinesexton.com

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☒ sextonko

education

University of South Carolina

Bachelor of Arts in Advertising,
Minor in 2D Design

GPA 3.6

experience

Front-End Web Developer

BURKE

May 2015 - Present

Create responsive, dynamic, user-friendly websites from design comps under strict deadlines that are consistent across all browsers—sometimes even back to IE 8. Utilize customized WordPress CMS to design bespoke back-ends for clients to update their websites accordingly. Handle all web updates—both on retainer and out-of-scope—quickly and efficiently. Design and code eblasts and esignatures which remain consistent across all email clients. Use AJAX, JSON and jQuery to create a client API that pulls building and site data from across a South Carolina county.

Graphic Designer/Web Developer

Gardener Publications, LLC

July 2013 - May 2015

Created the e-newsletter, This Week's Top 10 Things to Do, from scratch once a week—including all of the event write-ups and banner ads. Updated, created, and revised all websites to achieve the best results for our advertisers and ourselves through SEO, user-friendly design, and unique content. Handled all of the graphic design needs of McGuinn Homes from site maps to flyers to banners and everything in between to make sure they procured the best response from their ads. Created logos and aesthetics for DigiPubs, the digital publications we produced three or four times a year along with the regular, print magazine.

CreateAthon Team Leader

USC Creative Leadership

Sept 2014 - Dec 2014

Collaborated with a partner to create an entire creative campaign for PAALS, a service animal non-profit. Created the situation analysis, creative brief to satisfy the needs of our client in a way that would reach the most of their target audience. Led a team that created a brochure, a rack card, an infographic, t-shirts, bumper stickers, take-away, and a direct mail piece in 24 hours

skills

CSS	★★★★★	CSS Animation	★★★★★	JavaScript	★★★★
HTML	★★★★★	Copyediting	★★★★★	Source Control	★★★★
jQuery	★★★★	Copywriting	★★★★★	PHP	★★★★★

interests

Comic books, coffee, writing, and D&D.