




# KATHLEEN CARR

## CONTACT ME

 240 - 418 - 3308

 Nashville, TN

 Kathleen@StudioKathleen.com

## EXPERTISE

- Creative Direction
- Project Mgmt. & Producing
- Marketing & Advertising
- Event Planning & Mgmt
- Illustration & Video Editing

## EDUCATION

**Maryland Institute College of Art**  
Painting & Graphic Design  
*Bachelor of Fine Art (BFA)*

**Corcoran College of Art & Design**  
Graphic Design  
*Post Graduate Study*

**Studios Art Centers International**  
Florence, Italy  
*Study Abroad Program*

## PROFILE

Award winning multimedia designer with 20+ years experience producing a variety of projects including; brand and web development, advertising, email and social media marketing, editorial design, logo design, illustration, motion graphics and video editing.

My experience encompasses working for major media companies, advertising agencies and a nonprofit organization including: The National Geographic Society, The Washington Post, HZ Advertising Agency (now part of , Burson Cohn & Wolfe), The Corcoran College of Art & Design, and the Catholic Art Institute.

As an experienced leader, I've managed design teams and projects with multiple deliverables in fast paced, deadline driven environments with high profile clients including: American Express (Red), AT&T, Chase Sapphire, Exxon, The Marriott Corporation, Mastercard, Mercedes Benz, Merck, Microsoft, Mini Cooper, Porsche, Rolex, Toyota, The Washington Capitals, VRBO and more.

In the realm of marketing, I have a proven track record helping to increase brand awareness, revenue, customers and followers.

## EXPERIENCE

### **EXECUTIVE DIRECTOR/ CATHOLIC ART INSTITUTE (CAI)**

*2016 to Present*

Executive Director for nonprofit arts organization. My role encompassed the oversight of all aspects of running the nonprofit organization. I operated as the organization's Creative Director producing the organization's website, print design and video editing. I was responsible for event planning, marketing, advertising, event management and leading teams of volunteers. Events included conferences, art exhibitions, film festivals, workshops, concerts, podcast interviews and speaker events.

My role also involved working on fundraising, grant writing, managing vendors, donor base management, and working with budgets and the nonprofit accountant.

## PROGRAMS

### **ADOBE CREATIVE SUITE:**

Photoshop, Illustrator,  
InDesign, Adobe Acrobat Pro,  
Lightroom, Premier Rush.

**APPLE:** Keynote, Pages, Numbers,  
Notes.

**MICROSOFT:** MS Office, Powerpoint,  
Zoom, Teams, MS Project.

**MARKETING:** Canva, Mailchimp,  
Ascend, Google Ads, Meta Suite,  
AdSense, Salesforce

**FUNDRAISING:** Funraise, Donor Box

**WEB:** HTML, Content Management  
Systems, Wix, Weebly

## INDUSTRY RECOGNITION

- \* Communication Arts
- \* Apple QuickTime
- \* Adobe Systems, Inc.

## PRESS

- Communication Arts
- Step Inside Design
- DGUSA
- Jim Lehrer News Hour

## EXPERIENCE

### **DESIGN PRINCIPAL / KATHLEEN CARR DESIGN**

*May 2009 - 2016*

Principal designer offering web, print, illustration and advertising designs for national and DC area clients including Siemens, The Motley Fool, National Geographic, Wahoo Foods, Dolci Gelati at Washington Nationals Stadium, St. Arnold's Mussel Bar, Tyber Bierhaus, MCS Graphic Productions, Summit Group and more.

Portfolio: <http://www.studiokathleen.com>

### **SENIOR PRODUCER / HZ ADVERTISING AGENCY**

*2006 - 2009*

Account manager and design producer for a large advertising agency with high profile clients including: the Marriott Corporation,, The Washington Capitals, The Peterson Companies at National Harbor, The Fetner Corporation NYC, The Bozzuto Group, VRBO Real Estate and Celebrity Chef Zak Pelaccio..

Projects included working with a team of designers from identity and branding development, websites, advertising, and print design.

### **SENIOR ADVERTISING PRODUCER / NATIONAL GEOGRAPHIC**

*2005 to 2006*

Designer and manager of a team of designers, programmers, and advertising sales representatives at [NationalGeographic.com](http://NationalGeographic.com). My role focused on creating and produce advertising campaigns for the National Geographic website and magazine. I was tasked with creating sponsored features, photo galleries, contests, and web ads.

I coordinated with major advertising firm Ogilvy, to promote major brands such as American Express,, Mercedes Benz, Porsche, Rolex, Toyota and more.

## REFERENCES

### **Madeline McCoy**

**The Nonprofit Solution**  
CAI Board of Directors  
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### **Barbara Harrington PhD**

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