

KATIE SPENCE

GRAPHIC DESIGNER

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EXPERIENCE

SR. MANAGER, PARTNERSHIP DESIGN

MONUMENTAL SPORTS & ENTERTAINMENT | WASHINGTON, DC | JULY 2019 - PRESENT

MANAGER, PARTNERSHIP DESIGN (JULY 2018 - JULY 2019) PRESENTATION DESIGN COORDINATOR (APRIL 2015 - JULY 2018)

Design pitch decks for partners and prospects showcasing the Global Partnerships portfolio of assets of MSE properties, including the Washington Capitals, Washington Wizards, Capital One Arena, and other properties. Create photo manipulations and visual mock-ups for all decks to include individualized partner integration examples. Work closely with Global Partnership sales team, senior leadership, SVP and VPs to strategize, develop, and personalize proposals. Design internal and client-facing marketing materials for sellable platforms. Concept and execute social, digital, print, and in-arena creative assets to activate partnerships for clients, including in-arena assets for the 2020 NBA, NHL, and WNBA bubble play. Design proposals responsible for reaching department's multi-million dollar annual sales goals, including proposal for \$95M arena naming rights deal with Capital One Bank. Photograph arena assets and activations for use in partnership proposals and recaps. Onboard and manage partnership design interns and junior members of partnership design team.

FREELANCE GRAPHIC DESIGNER

OHIO MACHINE LACROSSE | OBETZ, OH (REMOTE) | DEC 2017 - APRIL 2019

Worked directly with team president to concept and create marketing look and feel for 2018 and 2019 Ohio Machine Lacrosse seasons. Designed print and digital marketing materials including event logos, schedules, game tickets, posters, static and animated ROS ads, billboards, press credentials, grandstand banners, t-shirts, social media graphics, and more to promote ticket sales and specific event-based initiatives.

MARKETING ASSOCIATE/NEW PRODUCT DEVELOPER

INSCRIBE, INC. | WOBURN, MA | OCT 2013 - APRIL 2015

Researched, developed, edited and wrote instructions, newsletter articles, email campaigns and other documentation for internal and external products and processes. Assisted in managing the company's Facebook, Pinterest and Instagram accounts. Wrote posts and designed visual assets. Worked with marketing team to coordinate posting schedule and strategy and develop new content plans. Took and edited photos to be used across social media, email campaigns, newsletters, and direct mail. Researched, sourced, developed and tested new products, balancing multiple tasks to ensure product development stayed on track to meet Q1 and Q3 release dates. Analyzed potential product success based on market research. Troubleshoot issues and coordinated subsequent releases and updates to product procedures.

EDUCATION

B.S., JOURNALISM

BOSTON UNIVERSITY | 2009-2013
CONCENTRATION IN PHOTOJOURNALISM
MINOR IN PSYCHOLOGY

SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
LIGHTROOM
PREMIERE
PROCREATE
PRESENTATION DESIGN
PHOTOGRAPHY
PHOTO EDITING
MICROSOFT OFFICE
WORDPRESS
HTML & CSS
COPYWRITING
SOCIAL MEDIA

AWARDS

HONORABLE MENTION IN SPORTS
BOSTON PRESS
PHOTOGRAPHERS ASSOCIATION
2012 COLLEGE CONTEST