

KATELYN PARSONS

PROFESSIONAL EXPERIENCE	<p>Carpe Diem Community Solutions Panama City, FL <i>Graphic Designer</i> April 2018 – Present</p> <ul style="list-style-type: none"> • Responsible for designing all marketing and business collateral including, but not limited to, website graphics, custom road maps, event branding elements, and e-blast graphics. • Works closely with President and various Project Managers to ensure the success of marketing campaigns through visual elements. <p>Panama City Beach Chamber of Commerce Panama City Beach, FL <i>Magazine Editor & Director of Communications</i> November 2015 – February 2018</p> <ul style="list-style-type: none"> • Solely responsible for managing the design, layout, editorial content, photography, ad artwork, budget, and features for The Circuit magazine. • Responsible for the maintenance and overall success of all publications, including The Circuit magazine and the annual Visitor & Relocation Guide to Bay County (formerly The Compass magazine), by ensuring the following: each publication consistently meets required print deadline, advertising contracts are updated as needed, each publication is publicly promoted, distribution of publications are effective and immediately implemented, and featured article and advertising requirements are met. • Coordinates and supervises photoshoots as needed for all publications. • Works cohesively with the President/Chief Executive Officer (CEO), Chief Financial Officer (CFO), and Director of Membership to ensure the successful accomplishment of the budgets and goals for each publication or form of advertising media within marketing. • Responsible for writing all Press Releases for events or special announcements. • Responsible for the development and implementation of all marketing and public relations plans, including social media marketing. • Designs and implements all marketing collateral, including, but not limited to, all publications, brochures, e-blasts, flyers, and event promotional materials. • Steps in for media interviews if President/CEO is unavailable. • Responsible for the coordination of local, regional, and national advertising awards. <p>Driven PR & Marketing Panama City Beach, FL <i>Creative Director</i> May 2014 – November 2015</p> <ul style="list-style-type: none"> • Established and maintained positive publicity and cooperative business-to-business relationships for clients. • Developed and maintained all clients' brand identities through creating consistent marketing collateral and campaigns. • Created all digital and print marketing material, including, but not limited to, logos, brochures, and retail merchandise design. • Consistently consulted with clients to ensure that appropriate changes were made to best meet clients' needs. • Planned and executed a variety of cause-related events for fundraising purposes. <p>Beachy Beach Real Estate Panama City Beach, FL <i>Public Relations & Communications Intern</i> October 2013 – May 2014</p> <ul style="list-style-type: none"> • Prepared and edited company publications for website blog, social media, and marketing. • Reviewed and corrected errors in content, grammar, and punctuation of all business material. • Planned and executed cause-related and community events and campaigns. <p>Florida State University Public Relations Program Panama City Beach, FL <i>Public Relations Advisor</i> August 2012 – August 2013</p> <ul style="list-style-type: none"> • Worked directly with local businesses that were facing challenges in their current communications efforts. • Researched advertising trends within clients' industry in order to develop strategies to effectively reach clients' target market. • Developed and presented public relations and marketing programs designed to help local businesses resolve problems.
RECENT AWARDS	<p>Gold ADDY Award for Creative Excellence, "Overall Magazine/Publication Design" 2018 <i>The American Advertising Federation</i></p> <ul style="list-style-type: none"> • Nationally recognized for highest level of achievement for featured magazine spread in <i>The Circuit Magazine</i>.

- Gold ADDY Award for Creative Excellence, “Editorial Spread or Feature Design”** 2018
The American Advertising Federation
- Nationally recognized for highest level of achievement for featured magazine spread in *The Circuit Magazine*.
- Gold ADDY Award for Creative Excellence, “Integrated Brand Identity Campaign”** 2017
The American Advertising Federation
- Nationally recognized for developing and executing the “#MyPCBChamber” brand campaign that included new logo, brand identity announcement video, all marketing collateral, and new website.
- Gold ADDY Award for Creative Excellence, “Business-to-Business Website”** 2017
The American Advertising Federation
- Nationally recognized for highest level of achievement for *PCBeach.org*.

EDUCATION & CERTIFICATIONS	Dale Carnegie Course Skills for Success	March 2018
	<i>Dale Carnegie & Associates, Inc.</i>	
	Principles of Management	April 2017
	BAYSOLUTIONS, Inc.	
	Teambuilding in the Workplace	June 2016
	BAYSOLUTIONS, Inc.	
	Florida State University	Panama City, FL
	Bachelor of Science in Professional Communication	May 2014
	Minor in Recreation Tourism and Events	Dean’s List
	Golden Key Honor Society	2012-2014
	GPA: 3.5	

RELEVANT SKILLS & CORE QUALIFICATIONS Considerable Knowledge of Publication Layout & Design | Excellent Familiarity with the Magazine Publishing Process | Outstanding Knowledge of Grammar, Writing, Editing, and Proofreading Techniques | Highly Skilled in both Oral and Written Professional Communication | Extremely Organized and Attentive to Details | Considerable Experience with Writing Press-Releases | Skill and Education in Graphic Design and Elements of Layout | Proficiency in Microsoft Office Products and Adobe Programs including Word, Excel, Photoshop, Illustrator, and InDesign | Formally Trained in Principles of Management and Communication in the Workforce