



Catherine E. Reinehr

2916 Hill Hedge Dr. • Montgomery, AL 36111
334.320.8260 • cat@catherine-elizabeth.com
<http://www.catherine-elizabeth.com>

Graphic Designer – Marketing Communications Specialist – Creative Strategy Specialist

Committed to increasing visibility, driving brand exposure, and maximizing results

Talented and dynamic professional, offering broad achievements and expertise in graphic design, communications, and creative strategy execution. Recognized for producing new designs which meet the needs and goals of a company and presenting modern and appealing solutions to requirements; consistently exceeds expectations. Highly skilled in a wide-range of graphic processes, including photography and digital and print design; conceptualizes new plans. Formulates key communications and marketing strategies and increases brand relevance.

- *Leadership and Team Collaborations*
- *Strategic Planning — Design Creations*
- *Color Theory and Layout*
- *Brand Identity/Development*
- *Project Management and Deadlines*
- *Out-of-the-Box and Creative Thinking*

Technology Snapshot: Mac and PC Proficient • Adobe Photoshop, Illustrator, InDesign, Dreamweaver • HTML5 • CSS3 • Microsoft Office • Ektron Administrator Certified • Quickly learns new software

PROFESSIONAL EXPERIENCE

Graphic Designer, 2010–Present

Freelance Designer—Montgomery, Ala.

Provide graphic services for small and large organizations, including Huntingdon College, Alabama Machinery and Supply, and the Hannah Daye Ridling Dog Park. Create print/online marketing advertisements, including flyers, brochures, magazine pages and advertisements, stationery, billboards, banners, websites, and landing pages.

- Maximize organizational awareness, increase revenues, and drive overall results; create marketing materials to increase awareness of companies and community events and achieve client satisfaction

Assistant Comptroller, 2014–Present

Alabama Machinery & Supply—Montgomery, Ala.

Handle accounts payable and receivable, make bank deposits, generate new invoices, and receive inventory; foster productive relationships.

- Deliver world class customer service and support; respond to inquiries, questions, and requests; build and maintain positive relationships; effectively resolve complaints; and collect all payments



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Marketing Communications Specialist, 2012–2013 *Heatcraft Worldwide Refrigeration—Columbus, Ga.*

Created, updated, and maintained marketing collateral, including specification documentation and installation manuals for all products. Planned, coordinated, and seamlessly executed trade shows and prepared trade show materials; maximized brand exposure and built new relationships. Consistently exceeded internal goals.

- Worked in collaboration with designers and developers to redesign the company website; authored, updated, and maintained website content; designed layouts; and developed new website strategies
- Managed and maintained budgets for key projects, controlled and contained key costs, effectively allocated resources, processed invoices, and resolved issues
- Created advertisement layouts and designs, coordinated the photo processing and editing activities for online and print media, formulated effective graphic design strategies, and executed new plans

Webmaster and Director of Publications, 2006–2010 *Huntingdon College—Montgomery, Ala.*

Served as an instrumental member of the communications and marketing department for the private liberal arts college; managed, maintained, and refreshed website content, designed the layout of the college's magazine, captured photographs for marketing and communications, and processed and edited photographs.

- Designed publications and marketing materials for the Office of Admissions and Office of College and Alumni Relations, resulting in an increase in admission rates and alumni support; exceeds objectives

EDUCATION AND CREDENTIALS

Huntingdon College—Montgomery, Ala., 2001–2005

- B.A., English & Literary Studies, *cum laude*
- Honors: Wilson Scholarship (half-tuition), Dean's List of Honors, Dean's List of High Honors, Omicron Delta Kappa leadership honor society, Alpha Beta academic honor society

Savannah College of Art & Design—Savannah, Ga., 2009

- Graduate coursework in typography and design methodologies