

Kaytalin McCarry

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www.copperowlpress.com

Who am I?

I have 10+ years of experience specializing in graphic design and marketing. I am a published author, and currently work as the Marketing Services Coordinator for international pump manufacturer TEIKOKU USA INC, where I manage and facilitate the development of collateral materials, trade show booths, and advertising. During COVID, I was responsible for pivoting our trade show materials to virtual and producing videos for virtual attendees, requiring me to learn new software skills in an expedited timeframe. In spring of 2021, I managed the launch of their new website, which had been in a developmental hold for over six years. Along with being a designer and marketer, my skills include CMS management (Wordpress), working knowledge of HTML and CSS, photography, writing, and editing.

Aside from my professional experience, I'm a writer and artist. I enjoy painting reading, and spending time with my husband and daughter.

Skills



Education

BFA | 2011 | UNIVERSITY OF SOUTH ALABAMA

Major: Graphic Design

Secondary: Inner Disciplinary –
Sculpture and Photography

Executive Training | 2019 |

The Wharton School of Business

Strategic Marketing for Competitive Advantage.



Experience

Marketing Services Coordinator | TEIKOKU USA INC | 2018 - Present

Owner/Designer | Copper Owl Press | 2011-Present

Creative Director | Remington & Vernick Engineers | 2017 - 2018

Graphics and Web Developer | Urban Engineers, Inc. | 2012 - 2017

Senior Associate Designer/Photographer | MTI Photography, Ilc. | 2014 - 2017

**See reverse for detailed overview of experience*

Interests

Illustration

Writing

Reading

Travel

Cross-stitch

Being Active

Volunteering

Music



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Experience Expanded

MARKETING SERVICES COORDINATOR | TEIKOKU USA INC. | 2018 - Present

- Design collateral materials such as brochures, fliers, advertisements, and trade show booth backdrops.
- Organize promotional materials, corporate apparel, signage, and internal newsletter.
- Register company for trade shows and exhibits, organize travel and hotel accommodations, facilitate the transfer and shipping of booth materials to location. Help with setup and booth management during event.
- Edit technical manuals, especially poorly translated Japanese documents.
- Design and maintain technical manuals for the Teikoku and Chempump product line.
- Photograph or organize the creation of digital photo-realistic product images through third-party provider.
- Submitted invoices and purchase orders for marketing related materials and maintain marketing budget.
- Organize and manage the redevelopment of the company website, working with third party vender Schubert B2B.

OWNER / DESIGNER | COPPER OWL PRESS | 2011 – Present

- Provide brand consultation and design.
- Provide illustration work, both vector and physical.
- Provide self-promotion and marketing materials.
- Help establish websites by customizing WordPress themes using Elementor and Beaver Builder.
- Provide publication design work such as covers and interior layout.
- Provide content editing, content writing, and ghost writing, and coordinate third-party copy-editing services.

CREATIVE DIRECTOR | REMINGTON & VERNICK ENGINEERS | 2017 – 2018

- Rebranded the company, unified the scattered affiliates under one roof, launched the rebrand across all collateral and business materials.
- Chairman of Digital Marketing Committee and managed the launch of the new website.
- Social Media Manager and Email Blast Coordinator.
- Various other duties included design, illustration, photography, content writing, editing, and business development.
- Member of Activities Committee and helped organize company events.

WEB MASTER & DESIGNER | URBAN ENGINEERS, INC. | 2012 – 2017

- Maintain the website, graphics, and content.
- Lead designer on several high-profile proposals culminating in multi-million dollar wins for key projects.
- Design ads, proposals, leave behinds, and posters.
- Photograph and video events, people, and projects.
- Member of C3 Creative Board, an internal group that organizes, expands, and develops creative projects to push corporate awareness and employment retention.
- Represented organization at key public events and charitable galas.
- Maintain information touchscreens throughout the office.

SENIOR ASSOCIATE DESIGNER / PHOTOGRAPHER | MTI PHOTOGRAPHY, LLC. | 2014 – 2017

- Design promotional material for the photography firm.
- Photographer and Videographer on select events.