

# KATHRYN HARTMAN

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**OBJECTIVE: Full-Time Position** - Creative professional seeking a role to deliver innovative design strategies and collaborate on developing exceptional projects. With a strong background in design, strategy, and creative problem-solving across various industries, I aim to elevate brand equity.

## EXPERIENCE + ACTIVITIES

### RESEARCH TEAM LEAD; BMW: CREATING A BRAND EXPERIENCE

Savannah, GA

SCADpro Contract Collaboration

January 2024-March 2024

- Led the team in conceptualization, graphic design, and research for an immersive brand experience tailored for BMW, focusing on engagement, lead generation, and design trends.

### CUSTOMER SERVICE ASSOCIATE

Remote

LoveShackFancy

September 2023-November 2023

- Provided personalized assistance to customers via multiple communication channels, ensuring seamless service delivery in a luxury market context.
- Translated customer feedback into actionable insights to optimize business operations and elevate the brand's reputation.

### DESIGN RESEARCHER; MAYO CLINIC

Savannah, GA

SCADpro Contract Collaboration

September 2023-November 2023

- Spearheaded a branding initiative to integrate medical technology into Mayo Clinic hospital environments through brand consistency, design visuals, copywriting, and event planning.
- Developed design strategies to enhance user experiences, reflecting a commitment to excellence synonymous with luxury, medical standards.

### MARKETING ASSOCIATE

Irvine, CA

Clark Construction Group, CA LP

June 2023-August 2023

- Contributed to RFP and bid proposal development, as well as visual brand design for prestigious construction projects, including design-build projects in collaboration with architecture firms.

### COMMUNICATIONS ASSOCIATE

Bethesda, MD

Clark Construction Group, LLC

May 2022-August 2022

- Led branding efforts for the launch of a new office location, embodying innovation and sophistication in design elements and communication strategies.
- Developed captivating content and visuals to engage internal and external stakeholders, fostering engagement with the projects and brand.

### DIRECTOR OF PUBLIC RELATIONS AND MARKETING

Gainesville, FL

Tri Delta Sorority, University of Florida

November 2020-April 2022

- Orchestrated comprehensive external communication strategies, elevating the chapter's online presence through graphics, social media, email, website, and print deliverables.

## EDUCATION

### MFA, LUXURY AND BRAND MANAGEMENT

Savannah College of Art and Design  
2024

### BFA, GRAPHIC DESIGN

University of Florida  
2022

## SKILLS/CERTIFICATES

- Adobe Suite
- Branding
- Brand Strategy
- Brand Promotion and Demand Generation
- Digital Marketing
- Market Research
- Microsoft Office Suite
- SCADamp Certificate: Professional Presentation Skills