



kathryn flanagan

graphic designer | photographer

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education

The State University of New York at Cobleskill | 2017-2020

B.S. Graphic Design Technology

experience

The State University of New York at Cobleskill

Print Shop Associate and Graphic Designer | June 2020-Dec. 2022

Marketing Associate | December 2022-Present

- Promoted for exceeding goals, exemplary work, and taking on additional duties.
- Design layouts for use in recruitment media, annual reports, and ads for national publications; as well as graphics for campus use and social media. Assist in print production in campus print shop.
- Utilized social media trends and strategically created content that led to a 792% increase in TikTok followers and 15% increase in Instagram followers.
- Execute ad campaigns on Google, Facebook, and LinkedIn; build email campaigns, and track analytics to inform future campaigns.
- Contribute to, sort, and cull photographic archives for use in designs and on social media.
- Manage interns to effectively create content for print and social media and provide photographic coverage of events.

East Meets West Creative, LLC

Owner, Lead Photographer/Graphic Designer | January 2021-Present

- Serve farms and small businesses by creating and curating their visual identity through compelling graphic design and professional photography.
- Provide couples and equestrians with a full-service photography experience to plan and photograph their dream photo sessions, then create wall art with their images.
- Source quality products for clients and prep images for printing.
- Manage day-to-day business operations, marketing, and social media accounts.

The State University of New York at Cobleskill

Graphic Design Intern, Student Ambassador | Sept. 2018-May 2020

- Designed flyers, advertisements for publications, displays, and various other media for recruitment, and photographed events.
- Acted as a student voice and ambassador for the college at events and occasionally on social media.

Olive & Ink Design and Print Shop

Design Intern | May-June 2018

- Designed business cards, invitations, announcements, flyers, etc.
- Collaborated with designers and participated in daily critiques.
- Learned the basics of large-scale printers, cutters, laminators, and efficient project management.

presentations

Designing Blue Ribbon Content for Social Media

Presented at State University of New York Council for University Advancement Conference June 2023.

honors & awards

Chi Alpha Sigma Honor Society
Epsilon Pi Tau Honor Society
Coby Scholar Scholarship
Scholar Athlete

skills

Web Design (HTML, CSS),
Google Ads, Facebook Ads,
LinkedIn Ads, Illustration
(Digital, Charcoal, Painting),
Adobe Creative Suite:
InDesign, Illustrator,
Lightroom, Photoshop;
Microsoft Office Suite, Figma,
Canva, Slack