

Kate Majerus she/her

VISUAL DESIGNER

WORK EXPERIENCE

Web/Graphic Designer and Marketing Director Integrity Wealth

Jan 2021 to Mar 2022 (1 year, 3 months)

- Planned, designed and developed WordPress website for Integrity Wealth (IntegrityWealth.com)
- Conducted keyword research to write SEO friendly copy for company website
- Managed numerous marketing projects to grow the company's online presence, including oversight of logo redesign and overhaul of email marketing strategy
- Managed multiples freelance and contract workers helping to keep them on time and on budget
- Responsible for planning and implementation of all internal and external marketing, communications, and design projects

Marketing and Communications Associate Integrity Wealth

Oct 2019 to Jan 2021 (1 year, 4 months)

- Responsible for the content creation and oversight of all company social media channels
- Created and maintained all supplemental marketing elements, such as informational brochure, client birthday cards, marketing emails, letters, and all other design projects
- Researched, wrote, and designed monthly newsletters for clients and prospects focused on education and engagement
- Planned and coordinated execution of annual fundraising and client appreciation event and designed corresponding materials, website page, and marketing email
- Created, maintained, and implemented internal procedures manual

Portfolio Manager

Schwegman, Lundberg, & Woessner

2017 to 2019 (2 years)

- Directly worked with clients as well as attorneys and other staff at SLW to coordinate a smooth patent prosecution process
- Served as key point of contact on special projects for corporate clients such as Snapchat, eBay, and Boston Scientific

LinkedIn Profile

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Portfolio

EDUCATION HISTORY

Bachelor of Arts with double major in Psychology and Sociology, with a minor in Art

University of Minnesota Twin Cities

2013 - 2017

Certificate in Graphic Design: Web and Interactive Media

MCTC

2018 - 2019

SKILLS

Adobe Creative Suite (Il, In, Ps)

WordPress and Squarespace

Asana/Project Management

Web Content Development

Canva, Figma and Figjam

References

JEFFREY A COPLAN

Integrity Wealth

Registered Principal at Integrity Wealth

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