

Kate Frasier

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30 Merrall Drive
Clifton Park, NY 12065
pitzek@sage.edu
518.694.2289

Educational Background

Sage College of Albany

Bachelor of Art: Information Design

May 2011

Rochester Institute of Technology

Major: Photography

Coursework

Writing for PR & Media
Advertising & Promotion
2D Design
Photography 1-4
Media & Society
Principles of Marketing
History & Aesthetics of Photography
Public Speaking
Public Relations

Anticipated Coursework

Advanced Editing
Publishing to Multiple Platforms
Interpersonal Communications

Work Experience

NEXTiDEA Marketing

April 2010 - Present

Customer Service Manager, Art & Production Specialist

- Overseeing customer orders, ensuring quality and timeliness
- Monitoring art/logo imprinting
- Redesigning or adapting customer-supplied artwork when needed
- Handling social media outlets for company
- Handling social media campaign design for clients
- Assisting with rebranding plans & campaign design for small businesses

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Work Experience

Lang Media Promotions Promotions Intern

November 2009 - April 2010

- Assisted with planning and marketing of 5 events, including the Baby Expo Albany
- Managed contracts for 40+ vendors
- Assisted with marketing and purchasing decisions for printed materials
- Handled social media marketing for events
- Worked with vendors & clients to streamline events
- Wrote press releases for various events, distributed to various media channels

David's Bridal Customer Service Representative Consultant

**July 2009 - April 2010
October 2008 - July 2009**

- Handled day-to-day customer service
- Handled customer service issues both directly and over the phone
- Trained new employees
- Assisted customers with styling and purchasing decisions
- Assisted management with implementation of several new procedures to streamline day-to-day operations
- Educated staff members of new procedures
- Handled in-store visual merchandising
- Coordinated and carried required annual in-store event.

Relevant Skills

- Proficient in American Sign Language
- Comfortable with both Digital and Traditional camera formats
- Knowledgeable with Adobe Creative Suite programs
- Knowledgeable with Microsoft Office programs
- Possess technical writing skills, as well as the ability to write and format press releases, creative briefs & outlines, marketing outlines, and present researched materials.
- Knowledgeable with different publishing/printing formats for both creative work and text/documents
- Possess photographic editing capabilities, as well as digital design editing capabilities