

KARIN HAULE

Digital Marketing & Design



CONTACT



VENTURA, CA



KARIN.HAULE@GMAIL.COM



KARINHAULE.COM



available upon request

Hi, I'm Karin! I'm a creative and motivated designer with a passion for innovative solutions in communication design technology. I am fluent in social media and enjoy pairing compelling imagery with clever copy. I find great fulfillment in leading-edge and fast-paced environments.



facebook.com/buckery



linkedin.com/in/karin-haule



[@buckery](https://instagram.com/buckery)

SKILLS

PROFESSIONAL

Project Management
Graphic Design
Content Creation
Brand Identity
Social Media
Client Support
Photography
Analytics/SEO
Digital CMS

PERSONAL

Creative Spirit
Professional
Organized
Time Management
Collaborative
Fast Learner
Motivated
Trend Familiarity
Internet Savvy

EDUCATION

2004

2008

B.A. STUDIO ART / GRAPHIC DESIGN

CSU Channel Islands

Interdisciplinary studies in fine art, digital art technology, graphic design and art history.

2018

SOCIAL MARKETING CERTIFICATION

Hootsuite Academy

Sophisticated social marketing strategy theories for optimizing presence on major social networks.

EXPERIENCE

2014

NOW

PROGRAM COORDINATOR

CSU Channel Islands | Camarillo, CA

Creates and distributes both internal and external print design. Provides visual solutions for complicated and frequently-changing information. Project lead for updating SOE website. Point of contact for all digital content management. Works closely with department Dean in preparing infographics and presentations to successfully secure grants and assist in recruiting undergraduate and postbaccalaureate / credential students.

2015

2016

FREELANCE LIFESTYLE WRITER

HelloGiggles.com | Time, Inc.

Paid contributor for Time, Inc.'s content-based lifestyle website. Responsible for maintaining appropriate tone, grammar, and focus on target demographics. Articles were cross-posted among all social media platforms, including Facebook, Twitter, Instagram, and founder Zoey Deschanel's public Facebook account. Pay was based on clicks and audience engagement.

2009

2010

GRAPHIC DESIGNER

Novocom | Malibu, CA

Junior graphic designer for small, in-home design firm focusing on entertainment industry's major television networks. Designed logos for pilot TV shows, created content for lower-third news briefs, and collaborated on caption content for E!, The History Channel, and NBC. Assisted in the design of CSUCI's newer logo.

TECHNICAL SKILLS

Social Media Fluency



Adobe Photoshop & Illustrator



PC & Mac Systems



Microsoft Office



Content Management Systems



Search Engine Optimization



WORK ACHIEVEMENTS

APP TESTER

A Color Story

Hand-selected by app creators to be featured on app's official Instagram and website. Contributed to worldwide campaign #acolorweek.

COMMUNICATION & MARKETING COMMITTEE CHAIR

CSUCI School of Education

Examines opportunities to improve internal and external communication and marketing campaigns regarding the promotion of School of Education programs and program information.

INTERESTS



PLAYING MUSIC



FITNESS & HEALTH



BAKING



READING (FICTION)

EXPERIENCE - CONTINUED -

2008

GRAPHIC DESIGNER

2009

Platform One Entertainment | Chicago, IL

Entry-level graphic designer for Chicago-based music marketing firm focusing on nonprofit and fundraising event coordination. Wrote and distributed email blasts about up and coming music acts on a local and national level. Designed banner ads and general website visuals while collaborating on a team of 10 other designers.

2008

GRAPHIC DESIGNER

2018

Freelance | Remote

Entry-level freelance graphic designer focusing on creating personal brands, visual solutions for small, in-home companies, and assisting clients with simple designs for events (wedding invitations, programs, signage). Initial experience in professional design field for purpose of establishing portfolio.

REFERENCES

Personal and professional references' contact information available upon request.