

CAITLIN ZEMKE

Graphic Designer & Photographer



EXPERIENCE

● Senior Designer [Nov '18 - Present]

Root3 Marketing & Business Development - Chicago, IL

- Develop and produce an array of marketing collateral, both print and digital, for more than 20 brands across a multitude of campaigns; generating new leads and strengthening the brand's digital presence.
- Develop brand guidelines for 20+ clients across a variety of industries including Healthcare B2B, IT, Education and NPO that strengthens each company's brand foundation.
- Design website wireframes and mock-ups that drive results through UI/UX best practices and strengthen the clients' brand image
- Manage junior members of the creative team and ensure each team member is producing high-quality results according to client timeline and business goals.
- Shoot photography for client branding materials and employee headshots for company websites, adding to the strength of their brand through unique photography.
- Shoot, produce, and edit video content for client websites and social media; generating rich content that strengthens client brand message.

● Graphic Designer [Jan '15 - Nov '18]

Root3 Marketing & Business Development - Chicago, IL

SPECIALTIES

Advertising, Art Direction, Brand Identity, Commercial Photography, Digital Design, Logo Development, Print Collateral, Project Management, Typography Video Production, Web Design

EDUCATION

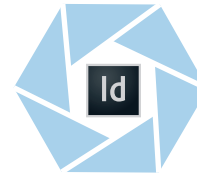
Bachelor of Fine Arts

Graphic Design & Photography
Millikin University | May 2014

SKILLS



Illustrator



InDesign



Photoshop



Lightroom



Premiere Pro



After Effects



XD



Wordpress



Sharpspring

ABOUT ME

Excellent time management, organization skills and attention to detail

Strategic, solution-oriented thinker with strong communication skills

Resourceful, self-starter with a drive to learn new skills

Enjoys working in a creative and collaborative team environment

Passionate about animals and owner of a two-year-old Wheaten Terrier named Rigby

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