



# CAT THOMPSON

## ABOUT ME

- GRAPHIC DESIGNER
- SOCIAL MEDIA LOVER
- AVID READER
- AMATEUR WORLD TRAVELER
- COFFEE ADDICT
- CRIME JUNKIE
- CAT MOM (NOT A PUN)
- HISTORY NERD
- COZY GAMER

## CONTACT DETAILS



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in/catthompson

## WORK EXPERIENCE

### GRAPHIC DESIGNER & DIGITAL MARKETER

American Family Association | June 2021 - present

#### Graphic Design

- design physical assets such as books, DVDs, banners, apparel, stationary, handouts, magazine ads, occasional magazine layouts, etc.
- design digital assets such as website images, email images, digital backgrounds, presentations, video graphics, and social media images
- lead new event branding by designing logos, color scheme, event banners, t-shirts, handouts, emails, stage design, screen graphics, table covers, posters, and flyers

#### Digital Marketing / Social Media

- create all social media assets for AFA and AFR for use on Instagram, Twitter, Facebook, and X
- take pictures of the business, events, products, and employees for social media use
- take videos to use for Reels
- research current social media trends and implement when it matches the voice of AFA/AFR
- run digital marketing campaigns for any upcoming events, new shows, or product launches
- respond to messages coming from social media channels
- create partnerships with outside entities to increase awareness

### CREATIVE OPERATIONS SPECIALIST

neonFROG | May 2020 - June 2021

- lead designer for all graphic design projects
- manage phone calls for office
- head client meetings and briefings
- creative projects such as posters, logos, social media, banners, books, magazine ads, etc.

## ACADEMIC HISTORY

### UNIVERSITY OF WEST ALABAMA

August 2016 - December 2020 | Integrated Marketing & Communications: Graphic Design

## SKILLS AND CERTIFICATIONS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Branding
- Flyer Design
- Magazine Layout
- Web Design
- Social Media
- Photography
- Film & Video
- Logo Design
- Book Design
- Time Management
- Scheduling Platforms
- Business Suites of all social media platforms