

# CATHERINE FEESER

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## PROFESSIONAL PROFILE

BA graduate with over a decade of experience in design and marketing. Creative and versatile problem solver able to take a wide range of projects from conception thru print and online adaptation.

Previous projects have included industry print advertising, logo design, corporate stationery and identity branding, brochures and pamphlets, newsletters, invitations, maps, posters, exhibit booth design, multiple-level index and non-indexed books, html graphics, email, web design and publishing. Expert proofing skills.

Print publishing including project specifications, bid solicitation and request for proposals, print purchasing, electronic file preflight and creation, transferring of files (FTP/CD/ZIP/JAZ), and vendor relations. Additional skills include photo scanning and editing, vector image creation and manipulation, project scheduling and inventory.

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## PROFESSIONAL HISTORY

FREELANCE 11/2002 - present

AMERICAN SOCIETY OF TRAVEL AGENTS, Alexandria, VA 1/1995 - 11/2002

Graphic Designer 1/1997 - 11/2002

Jr. Graphic Designer 1/1995 - 1/1997

Additional responsibilities ...

- Scheduling, coordination, design and production of print materials for regional, national and international industry conferences, including bid solicitation and coordination of printing in conference city.
- Coordination and trafficking of all advertising, written submissions and supplemental graphics for regional, national and international industry conference publications.
- Award-winning conference publications brought in the highest percentage of registrants for national conference.

U.S. HISPANIC CHAMBER OF COMMERCE, Washington, DC 3/1993 - 1/1995

Publications/Design Coordinator

Additional responsibilities ...

- Coordination and trafficking of all advertising, written submissions and supplemental graphics for process-color magazine.
- Cultivating and maintaining vendor relationships, including promoting and employing Hispanic-owned businesses whenever possible.
- Assisting in developing and implementing marketing strategies for the organization.
- Assisting in the planning of special events, including annual banquet and national convention/trade show.
- Managing editor of association bimonthly newsletter.
- Supervising 2-8 interns assisting with publications, marketing, meeting planning and public relation duties.

## AWARDS

Apex Award of Excellence 2002: Conference & Meeting Materials – Hawaii Pre & Post Book

Apex Award of Excellence 2000: Conference & Meeting Promotion – Pre & Post Tour Book 2000

## TECHNICAL SKILLS

Adobe PageMaker, Photoshop, Illustrator, Acrobat, ImageReady; Macromedia Dreamweaver, Freehand; Microsoft FrontPage, Excel, PowerPoint, Word; QuarkExpress. PC/Mac.

## PROFESSIONAL AFFILIATIONS

National Association of Photoshop Professionals

## EDUCATION

Marymount University. B.A., Graphic Design, cum laude. Dual minor in Business Administration and Studio Arts. Continuing education credits available upon request.