

Experience

SR CREATIVE DIRECTOR AND MARKETING LEAD | 6/2018 - Present Feedvisor

Oversee all content and product marketing efforts for Feedvisor, including emails, ppc, newsletters, sales materials, social, website, content syndication, webinars, podcasts, and events. Plan and manage marketing budget, product and marketing calendars, and lead a team of 7. Execute high performing marketing campaigns across multiple channels on a tight budget. Provide a collaborative team environment and challenge team members to do their best work.

Lead UX/UI for product updates and new product offerings, working closely with CEO, COO, and R&D teams to constantly innovate and create a best-in-class platform. Design end to end user journey including sign up, onboarding, post trial, and new user flows. Design brand guidelines for new products, in app videos and notifications, educational emails and more.

Architect brand presence on Amazon for our largest clients, including product detail page design and optimization, A+ content, ads, brand store design, and custom creative for high visibility promotional events. Provide recommendations and strategy and act as a creative partner with Amazon to develop new features on their platform.

Notable Clients:
Samsung

ART DIRECTOR | 3/2014 - 6/2018 LEO Learning

Crafted unique elearning solutions for clients, including UX/UI design and build. Designed two award winning solutions and transformed LEO North America from a startup to a leader in the US market.

Notable Clients:
Anheuser Busch, Jaguar/Land Rover, General Electric, QVC, Glaxo Smith Kline, SAP, Citizens Bank, Holiday Inn, Marriott, Franklin Covey, NTT Dell Services

PRINT PRODUCTION COORDINATOR | 8/2012 - 3/2014 Jobson Publishing

Managed creative services team, oversaw pre-press and QC for JHI marketing and external clients. Developed fantastic relationships with printers and clients resulting in lower quotes and repeat business from clients.

Notable Clients:
Robert Marc, Avalon, OPI, Oakley, Tory Burch, Safilo, Hilco, Vera Wang

PRINT PRODUCTION MANAGER | 11/2006 - 08/2012 Gartner Greetings

Oversaw pre-press prep, press scheduling, and quality control of all products for this startup. Established pre-press process which was a crucial step in the growth of the company. Designed greeting cards, packaging, and other paper goods.

CO-OWNER | 4/2009 – 8/2014 Paper Bird Press

Founded a design studio specializing in custom letterpress celebration stationery. Responsible for all operations including designing, printing, sourcing, and marketing.



Kate Armbrust

Personal

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Portfolio

www.katearmbrust.com

Background

Product and Web Design:
UI/UX, Wordpress

Print Design: Editorial, Letterpress, Greeting Cards, Marketing Materials, Catalogs, Packaging

Print Production: Preflight, Color Correction, QC

Skills

Technical:
Adobe Creative Suite, MS Suite, Google Suite, Captivate, Premier Pro, HTML, CSS, Squarespace, Wix, Wordpress, Articulate Storyline, gomo, Asana, Appcues, Knak, JIRA, Basecamp

Education

Bachelor of Fine Arts (BFA)
Denison University
2002 – 2006

Web Development
New York University
2013

References

Available upon request