

Kate Wiecher

kwiecher@gmail.com | 612-554-3743 | www.linkedin.com/in/katewiecher

SUMMARY

Results-oriented professional with over 6 years of experience and knowledge obtained from positions in digital communications, marketing, health insurance, and corporate retail. Offering a unique combination of creativity and analytical skill with the ability to create cost-effective solutions for internal and external clients. Thrives in prioritizing tasks efficiently to ensure timely project completion. Strengths include solid communication, frequently adapting to change, positive attitude, and working independently while still succeeding in a collaborative team environment.

- Time Management
- Coordination
- Organization
- Communication
- Multitasking
- Planning / Budgeting
- Negotiation
- Conflict Resolution
- Mentoring

ACCOMPLISHMENTS

- Consulted with clients and provided support to determine needs, worked collectively from beginning of creative concepts to completion while fulfilling client satisfaction
- Collaborated with cross-functional team members to determine project scope in weekly scrums, resolved new issues, and set up a track to success
- Managed marketing deliverables and digital assets with swift responsiveness to constant changes and tight deadlines, improved email outreach with new campaigns that increased online product sales
- Maintained open communications with multiple internal teams and organizations to reinforce brand standards
- Provided support to Marketing Coordinator, Marketing Specialist, and Business Analyst to determine specific project tasks, goals, and deadlines
- Contributed in-depth knowledge of existing software applications along with training and mentoring for CMS content to adjacent team members to expand knowledge sharing
- Ensured accuracy and quality of assets with online content team and senior management for website consistency which supported TV content and helped increase online sales
- Collaborated with customer service team to ensure quality products for clients and troubleshoot outstanding issues

PROFESSIONAL EXPERIENCE

RBA, Inc. | Wayzata, MN

December 2015 – November 2016

Visual Designer / Project Coordinator

Provided support and consulted with clients on creative concept process. Managed development of client intranets designs, portals, websites, creative assessments, and internal marketing materials. Completed assigned project tasks within budget and scheduled guidelines.

IHC Specialty Benefits | St. Louis Park, MN

August 2014 - December 2015

Digital Project Coordinator

Managed marketing deliverables and digital assets for health insurance industry. Collaborated with Marketing team to ensure quality content and appropriate deadlines.

ShopHQ | Eden Prairie, MN

June 2013 - August 2014

Multimedia Designer

Conceptualized and implemented promotional emails and website imagery within fast-paced environment. Ensured accuracy and quality of assets with online content team and senior management.

Marketing Lab | Minneapolis, MN

April 2013 - June 2013

Digital Designer (Contract)

Provided support to senior designers and worked with cross-functional team members. Developed production ready projects with quick turnaround.

GovDelivery | St. Paul, MN

December 2012 - March 2013

Digital Production Designer (Contract)

Customized client email templates to fulfill client communication needs while embracing cross-browser compatibility and accessibility standards. Collaborated with customer service team to ensure quality products for clients and troubleshoot outstanding issues and provide solutions.

Archiver's | Golden Valley, MN

March 2011 - October 2012

Graphic Designer

Managed marketing emails for online retail store while working with Marketing team to concept email campaigns. Created packaging, signage, and other print assets for retail stores nationwide.

EDUCATION

Bachelor of Arts - Graphic Design, Winona State University, Winona, MN

TECHNICAL SKILLS

Microsoft Outlook

Adobe Dreamweaver

Web Development

Microsoft Word

Adobe Experience Manager

Email Marketing

Microsoft Excel

Google Analytics

HTML / CSS

Microsoft Powerpoint

Agile / Scrum

Facebook

Adobe Photoshop

Sharepoint

Twitter

Adobe Illustrator

Basecamp

YouTube

Adobe InDesign

Wireframing