

KATIE PEARSON

Experience

- 2022 - present **Founder of Parrotfish**, Delaware Corporation
- Created a business plan and investor pitch, securing a \$250,000 investment via a convertible note.
 - Received notable press mentions from publications such as *The Skimm*, *Byrdie* and *Los Angeles Magazine*.
 - Obtained numerous retail partnerships, including *Erewhon's* 10 locations in Southern California.
 - Designed shelf-ready packaging and a comprehensive brand image across print and digital.
 - Worked with manufacturers and distributors to deliver 10,000 units for *Bespoke Post's* subscription box.
 - Exhibited at *NY NOW* and *Shoppe Object* trade shows, showcasing *Parrotfish* to prospective buyers.
- 2016 - 2022 **Graphic Designer at National Geographic Partners**, Washington, D.C.
- Designed visual identities and marketing collateral for programs on the *National Geographic Channel*.
 - Was a lead graphic designer for programs such as *Life Below Zero* and *Wicked Tuna*.
 - Designed event materials such as menus, signage, presentations and invitations for *National Geographic's* upfront, a gathering at the start of an essential advertising sales period held by television networks.
 - Created an organizational structure and templates for deliverables needed for any upcoming shows.
 - Aided in PR efforts by creating press mailers consisting of branded items and informational pamphlets.
 - Managed freelance graphic designers in HQ building updates, including wall murals and elevator wraps.
 - Created social media, website and streaming platform graphics to promote upcoming shows.
 - Assisted in updating *National Geographic's* published branding to reflect a new rebrand set forth.
- 2014 - 2016 **Graphic Designer at USA TODAY**, McLean, Virginia
- Designed standard and rich media advertising campaigns and interactive marketing content for *USA TODAY* initiatives such as award coverage or app releases.
 - Pitched campaign ideas and created presentations and mood boards for upcoming campaigns.
 - Resized creative to fit in a multitude of design specs.

Skills

InDesign, Photoshop, Illustrator, Acrobat, Printed Collateral, Layout Design, Paid Digital Ads, Social Posts, Direct Mail, Basic Coding, Wireframes, Activating Negative Space, Knowledge of Image Copyright Laws, Branding, CPG Packaging, Increasing Conversion Rates

Honors / Awards

- 2023 **Beauty Independent Beacon Award's - Sustainability Champion**
Topflight brands see the need and set the trend with new designs, spirited campaigns and genuine purpose.
- 2020 **Rocket Award - Georgetown Entrepreneurship**
"Most ready to launch business"
- 2019 **Academy Award for Best Documentary Feature - Free Solo, National Geographic Documentary Films**
A member of the team that marketed the documentary to the press and consumers.
- 2016 **American Advertising Federation (AAF) - ADDY Awards**
Gold - Back to the Future 2 cover wrap guerrilla marketing
Silver - Back to the Future 2 - OOH
Best in Show - Back to the Future 2 cover wrap

Education

- Georgetown University**
2020 MPS, integrated marketing communications
- Don Quijote Spanish School**
2014 Salamanca, Spain
- Oklahoma State University**
2014 BFA, graphic design
2014 BFA, strategic communications (advertising emphasis)

Volunteer Experience

- 2020 - present **Colonial Capital Humane Society**
Kitten Foster and Kennel Clean-Up Volunteer
- New Bern Pride**
Graphic Designer and Website Manager
- 2017 - 2020 **Oklahoma State University Alumni Association**
DC Chapter Board Member
- 2016 - 2020 **Rock Creek Conservancy**
Park Cleanup Volunteer