

# KATE STRASSMAN



## WORK EXPERIENCE

2016

BLEACHER REPORT [ NEW YORK, NY ]

### CONTENT ELEVATION

- + Developed branding for the B/R All-Star Comedy Jam
- + Emoji is Life <http://thelab.bleacherreport.com/emoji-is-life>
- + Design templates for consistency of brand across all social channels
- + Collaborate across all departments to align digital content

2016

COSMOPOLITAN.COM [ NEW YORK, NY ]

### SNAPCHAT DISCOVER DESIGNER

- + Created motion graphics and original content for Snapchat Discover

2014-2015

HOT97 [ NEW YORK, NY ]

### CREATIVE SERVICES MANAGER

- + Graphic Design and Content Strategy: HOT97.com
- + Campaign management / Design and Develop eBlasts using MailChimp

Interact with the sales department and brand clients to finalize the visual concepts for digital advertisements for standard ads on the site, social graphics, slates, lower thirds and mircosites.

2008-PRESENT

CLASSIC CREATIONS BOUTIQUES [ HOHOKUS, NJ ]

### CO-OWNER

- + Manage 200 Crafters, 6 Employees and Volunteers
- + Graphic Design for Promotional Fliers, Posters and Newspaper Ads
- + Develop and Implement Non Digital Marketing Strategies

Seasonal boutique open for 5 weeks from Halloween to Thanksgiving every year. It is the Hermitage Museum's largest fundraiser. We support local artisans from around the United States.

2013-2015

RCA RECORDS [ NEW YORK, NY ]

### FREELANCE DIGITAL PRODUCER

- + T-Pain: Created a microsite for a twerk contest. Rihanna submitted a video.
- + A\$AP Ferg: HappyBirthdayTraplord.com fans could upload their birthday wishes.
- + Designed various Snapchat filters and helped planned pop-ups for releases.

Work with the digital marketing team on artist album releases from inception to completion to come up with innovative strategies for social media campaigns and mircosites for cross platform promo.

2011-2012

NYLON MAGAZINE [ NEW YORK, NY ]

### WEB PRODUCER

- + Front End Development and eCommerce Strategy: [shop.nylonmag.com](http://shop.nylonmag.com)
- + Front End Development and Content Strategy: [nylonguysmag.com](http://nylonguysmag.com)
- + Visual Design and development for weekly newsletters using MailChimp

Work with all departments across NYLON to shape the visual aesthetic of the website from in-house contests to outside brand initiatives.



## EDUCATION

2010-2012

PARSONS THE NEW SCHOOL FOR DESIGN [ NEW YORK, NY ]

### MFA: DESIGN & TECHNOLOGY

2011

CENTRAL SAINT MARTINS [ LONDON, UK ]

### EXPERIMENTAL KNITWEAR

2006-2010

SAINT PETER'S COLLEGE [ JERSEY CITY, NJ ]

### BS: COMPUTER SCIENCE / ECOMMERCE MINOR: MARKETING MANAGEMENT



## PROFESSIONAL SKILLS

### SOFTWARE

- + Adobe Creative Suite
- + Sketch
- + Keynote
- + Microsoft Office

### PROGRAMMING

- + Arduino | Processing (Java)
- + openFrameworks (C++)
- + HTML 5 | CSS3
- + jQuery | Javascript

### THE INTERNET

- + Snapchat | Twitter | Vine | Instagram
- + Google Analytics
- + SEO, CRM, EMAIL Marketing | Mailchimp



## COOL ACTIVITIES

- + eCommerce | Digital Marketing: DJ KHALED & WETHEBESTSTORE.COM
- + Knitter: K8KNITZ 3M RETROREFLECTIVE knitwear
- + Web Producer: CMG | Yo Gotti | Kevin Gates
- + gif Designer: Red Bull
- + Digital Designer: 2Chainz MEALTIME App
- + Designer: A\$AP Mob
- + Teacher's Assistant: NYU Paper Prototyping Class with Ken Perlin
- + Simonez Wolf's Fashion Assistant: Styled Diplo for an editorial shoot
- + Fully Funded KickStarter: Retroreflective (3M) Handknit Accessories