

KATHREEN ABSUELO

CREATIVE MARKETING | VISIONARY LEADERSHIP

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in kathreenabsuelo

SUMMARY

A dependable problem solver adaptable to working various environments within the technology, retail, engineering, and non-profit industries. Strong critical thinker with proven track record of communication and management skills while implementing efficient processes for increased productivity and impact. Over 8 years of combined experience involving digital marketing content production, management of creative teams, business objectives support, smooth marketing operations development, and brand building. Eager and self-motivated while placing value on personal philanthropic efforts that involve the arts & culture, sustainability, and rural community outreach.

EMPLOYMENT

Creative Director, Feb./2020 - Present

BiG BLDG
Seattle, WA

Provide creative direction for BiG BLDG, Seattle-based 501(c)(3) Non-profit organization. Lead, direct, review and approve art/visual assets and copy used in marketing/communications, community engagement materials, and website. Guide a team of designers, copywriters, and marketing support during campaign efforts that promote our weekly live music streams with driving goals to grow the communities around music and arts culture. Initiate work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences. Oversee presentation of final concepts and provide approvals for deliverables in marketing, public relations, creative services, and other relevant teams.

Marketing Coordinator, Oct./2018 - Present

Säjän Group, Inc.
Seattle, WA

Marketing for the architectural, engineering and construction (AEC) industry. Participated in development and execution of winning RFQ and RFP responses, actively collaborating and delivering at all stages of proposal development including writing, editing, and visual communication for the company's Seattle and Tempe teams. Build collaborative relationships with project staff to facilitate team synergy, creativity and effectiveness. Participate in business development activities at industry events. Design company signatures, business cards, and marketing collateral for teaming opportunities. Create templates and database organization tools to maintain company information, materials, and associated marketing databases.

Art Director, July/2018 - Jan./2020

employHER Inc.
Seattle, WA

Art direction for tech start-up company to ensure that their clients' desired message and image is conveyed to consumers. Responsible for the overall visual aspects of branding, advertising, and media campaign. Identifying and or selecting tools and technologies to enhance the content creation process. Improving and evolving production and organization structures.

Creative Director, Dec./2015 - Oct./2018

Standard Goods
Seattle, WA

Creative Director for retail/e-commerce small business. Led advertising and marketing initiatives working with our in-house creative team. Responsible for overseeing the daily operations retail locations, making sure it runs smoothly and effectively. Duties included design and development of promotional material, catalogue and product photography, event planning, motivating sales teams, creating business strategies, and training new staff.

Store Manager Assistant, Aug./2011 - June/2012; July/2012 - Dec./2012,

American Apparel
Lynnwood, WA and Ventura, CA

Transferred from Ventura, CA to Lynnwood, WA to assist in overseeing daily retail operations and making sure the store runs smoothly and effectively. Duties included management, motivating sales teams, and training new staff.

SKILLS

Native Fluency Languages: English language and Filipino Dialects: Tagalog and Visayan languages

Interpersonal Skills: Teamwork, Communication, Empathy, Leadership, Growth Mindset

Industry Knowledge: Strategic Planning, Social Media Marketing, Social Media Management, Project Scheduling, Copywriting, Networking, Strategic Planning, Email Marketing, Copywriting

High Proficiency Technical Knowledge: Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Acrobat, Microsoft Office Powerpoint, Microsoft Office Excel, Microsoft Office Word, Deltek CRM, Shopify E-commerce Software/Platform, Squarespace Platform, Shippo Multi-carrier Shipping Software

EDUCATION

Bellevue College

Associates in Arts & Sciences Degree
Relevant Courses: Technical Writing for Sustainability, Digital Marketing Platforms, Race and Ethnicity in the United States, Stress Management, and Motivation Empowerment.

SMPS—Society for Marketing Professional Services A/E/C Marketing 101 Certification
Marketing/business development processes and best practices, plans and budgets, brand awareness through PR and communications, proposal writing skills, and interview preparation skills.

UPValenciaX | edX

Sustainability in Architecture Certification
Basic elements and trends that define sustainability practices; interdisciplinary approach that includes performance assessment and urban policies.