

katrina monje

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in /katrina-monje

📍 Los Angeles, CA

education

B.S. Business Administration in Entrepreneurship & Innovation Minor in Design

University of San Francisco
School of Management

2021 | GPA 3.6

skills

tools

Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Adobe Illustrator Draw
Procreate
Google Suite
HTML/CSS

skills

illustration
branding
graphic design
photography
video editing
copywriting
customer service

social media

Planoly
SproutSocial
Flickr
Squarespace
YouTube

work + leadership experience

Co-Founder + Marketing Artist, Spekt Studio

DEC '20 – PRESENT @ LOS ANGELES, CA

- Service various clients to define brand identity and develop visual content in diverse artistic mediums catered to each client's needs
- Present marketing strategies to maximize each brand's online presence and implement marketing plans in creation of media and copywriting
- Utilize Adobe Photoshop, Illustrator, InDesign & Premiere Pro to deliver quality work on tight schedules

Visual Strategist, Brand & Social Media Marketing, Remedy

MAR '21 – JUL '21 @ SAN FRANCISCO, CA

- Attended weekly meetings with Sales & Marketing Team to carry out creative projects and strengthen the company's visual & brand identity
- Collaborated directly with Customer Success Director & Technical Product Manager to help develop marketing collateral for the promotion and launch of new product features such as one-pagers & email blasts
- Redesigned 3 welcome onboarding packets for new clients
- Increased web traffic & obtained client leads (e.g. medical spas, plastic surgeons, and dermatologists) through Instagram direct messaging
- Developed vector & graphic-based assets for marketing purposes

Head of Design + Finance Chair, South East Asian Student Assoc.

AUG '19 – MAY '21 @ SAN FRANCISCO, CA

- Rebranded the campus organization's digital brand, from visual identity to event marketing & documentation
- Drove social media visibility & member recruitment by about 10%
- Facilitated bi-weekly fundraisers, delegating chapter resources & labor
- Mentored Design Intern on strategizing and implementing effective creative direction using Adobe Photoshop, Illustrator & InDesign
- Coached Finance Intern through budget allocation & generating expense reports

Digital Marketing Strategist, Emily Martin Communications & Events

FEB '19 – SEP '19 @ SAN FRANCISCO, CA

- Collaborated directly with Emily Martin to promote client events and draft blog posts through Squarespace and Mailchimp
- Evaluated, recommended, and developed existing marketing & SEO strategies to increase competitive advantage up to 15%
- Ran monthly Facebook, Instagram, and LinkedIn reports on SproutSocial to track metrics and marketing content performance
- Scheduled, maintained, and curated creative content for 6 companies (landscapers, wineries & restaurants) on a daily basis
- Reported and analyzed audience growth, demographics, engagement, and impressions across social media channels

Media Director, Kasamahan Filipino Association

AUG '18 – MAY '19 @ SAN FRANCISCO, CA

- Supervised weekly executive board and media team meetings and enforced a streamlined workflow among media team
- Provided training in photo and video editing, as well as social media management, for 15 media team members
- Took charge of documenting weekly campus-wide events and club activities via photography, videography & post-production processing
- Revamped the organization's online visual brand and social media presence, boosting member engagement and participation
- Increased the organization's social media following by an average of 100% with an emphasis on YouTube, Flickr, Instagram, and Twitter

