

KATE BOWLING

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Education

University of Southern California

2017-2021

Bachelor of Science,
Business Administration
Communication Design

Work Experience

Warner Music Nashville

May 2021 - Present
Nashville, TN

Multimedia Designer

- Design single and album art for WMN's artist roster to propel their music and lead to successful releases
- Create digital and print advertisements for artists' releases to showcase their songs and drive consumption
- Brainstorm and work directly with the marketing team to produce social media content (static and video) for both artist use and company use
- Develop logos and other elements to create a strong, lasting brand for artists across all platforms
- Design all signage for artist and company events
- Organize presentations and pitches for internal and external use on both a local and global scale

Black Box LA

Oct. 2020 - May 2021
Los Angeles, CA

Designer and Digital Content Creator

- Create client logos and help with rebrand to enhance artistic image of recording artists
- Design single and album art for various artists to spearhead their releases and lead to additional assets for effective music promotion
- Build upon previous content creation role

Skills

Adobe Creative Suite

Illustrator

Photoshop

InDesign

Premiere Pro

After Effects

Acrobat

Spark AR

Microsoft Office

Branding & Logo Design

Packaging Design

Presentation Design

Marketing

Photography

Typography

Strategy

Creative Thinking

May 2020 - Oct. 2020

Content Creation Intern

- Develop social media filters, playlist covers, social graphics, as well as social, newsletter, and website skins for successful campaigns
- Produce illustration and animation work and video editing for social media and YouTube

KBP Foods

Aug. 2019 - May 2020
Overland Park, KS

Freelance Graphic Designer

- Design internal assets for improved company experiences and events

May 2019 - Aug. 2019

Marketing and Communications Intern

- Design POP displays, billboards, and other marketing tools for KFC restaurants to enhance customer experience
- Write and develop internal and external communications to increase sales

DEMDACO

June 2018 - Aug. 2018
Leawood, KS

Product Design Intern

- Developed concepts used in Fall 2019 fashion line - widened target audience and product variety

Blue Valley Unified School District

May 2018 - Aug. 2018
Overland Park, KS

Marketing and Design Intern

- Developed materials for students, staff, and parents; enhanced communication systems through clear designs and visuals