

christa kootz

MARKETING & GRAPHIC DESIGN

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christa kootz | marketing & design

dual degree gained from **The University of Tampa**
(2016): **BS: marketing** | **BFA: graphic design**

professional experience

MARKETING INTERN 08.2015 – present
Salvador Dali Museum | St. Petersburg, FL

Responsibilities: Branding material updates, social media content creation/monitoring, graphic design and video production assistance, website updates, customer service.

Programs: Adobe CC Suite, Microsoft Office, Google Docs, Social Media, WordPress

SPECIAL EVENTS & MARKETING INTERN 08.2014 – 05.2015
Pediatric Cancer Foundation | Tampa, FL

Responsibilities: Supplemental event material creation, invoice generation, committee updates, event space preparation, event assistance/customer service, administrative duties.

Programs: Microsoft Office, Microsoft Outlook

MARKETING COORDINATOR INTERN 06.2013 – 08.2014
Small Fry Society | Tampa, FL

Responsibilities: Social media content creation/monitoring, event quote collection, creating spreadsheets for cost comparison, designing small ads, event assistance/customer service.

Programs: Microsoft Office, Adobe Creative Suite

MARKETING RESEARCH INTERN 08.2013 – 12.2014
Wilson Human Capital Group | Tampa, FL

Responsibilities: Sourcing prospects, reference checks, independent research projects.

Programs: Monster, Indeed, Microsoft Office, Social Media

campus involvement

VP MEMBERSHIP; DIRECTOR OF PR 01.2013 – 12.2015
Delta Gamma Fraternity | University of Tampa

Responsibilities: planning and executing recruitment, delivering training and workshops to over 100 members, generating event materials, budget management, creating semester PR plans, designing flyers, social media banners, holiday cards, and chapter brochures.

Programs: eOps+, Recruitment Database, Adobe Creative Suite, Social Media

AN ACTIVE MEMBER OF:

Phi Kappa Phi (National Honor Society), **Kappa Pi** (National Art Fraternity),
Sigma Alpha Pi (Leadership Society), **Phi Eta Sigma** (Freshman Honor Society),
The American Marketing Association, **UT Entrepreneurs**

technical skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator, AfterEffects, Dreamweaver, Muse)

Social Media (Facebook, Instagram, Twitter Analytics, YouTube, Vine, Pinterest)

Microsoft Office (Word, Excel, PowerPoint, Outlook)

Google Drive, **Basic HTML**, **Wordpress**



DESIGN STATEMENT

My interest in art has defined and guided me throughout my life. It was a seed that flourished into my pursuit of marketing and has since bridged my experiences as a marketer and graphic designer. As I have studied art and business side by side, they have fed knowledge and insight to each other. Art remains my inspiration, marketing has become a tool for communication, and design, a medium for expressing my creativity and ideas.

Growing up with a twin sister challenged me to find unique ways of expressing my own identity. The fondness that grew from discovering these outlets, paired with my obsession for small details is what led me to study marketing. For me, marketing quickly became a creative outlet as well as a communication medium. Having always held a keen affection for art, I quickly learned how to supplement my marketing efforts with graphic representation. My knowledge of marketing allows me to take my ideas even further, but my ability to communicate with graphic design allows me to access an audience that I couldn't with words alone.

Paula Scher is a huge inspiration to me as a designer and business woman because of the way she walks the line between fine art and design. Her projects with Pentagram have taught me what it takes to form a comprehensive brand. Her pursuit of both fine art and design has not only taught me the difference between the two, but encouraged me to pursue both in the appropriate realms. Lastly, her ability to incorporate her designs on a large scale environmental level has heavily influenced my interpretation of design as a method of communication and continually challenges me to build on her exploration of design medium.

I have found that my experiences in marketing and graphic design inform each other. The strategic nature of business appeals to me, as does the visual and creative nature of graphic design. Not only have I grown fond of combining the two, but I feel they simply could not survive without each other. In the end logic drives all my pursuits but creativity is my obsession. I am constantly finding inspiration from my surroundings, and I thoroughly enjoy the opportunity to find creative solutions to problems.



Kathy White
HR/Deputy Director

Salvador Dalí Museum
One Dali Blvd
St. Petersburg, FL 33701

DEAR MS. WHITE,

I am writing to express my interest in the advertised position of Web Producer/Data Coordinator at The Dalí Museum. I believe this position fits my background and strengths, as well as my career goals. I am a soon-to-be graduate of the University of Tampa, with a dual bachelors in Marketing and Graphic Design. I have been intrigued and inspired by the Dalí Museum for many years, and having had the incredible opportunity to intern at the museum for the last eight months, I am assured more than ever that it is a place I see myself working at and an environment I could really thrive in.

Interning at the museum thus far has allowed me to strengthen my marketing abilities as well as familiarize me with the platforms used to communicate. In the wake of the recent re-brand I have had various opportunities to exercise the implementation of the new brand through social media (photography and tone-of-voice), email template updates, signage updates and more, which I find extremely exciting. It was the idea of communicating a brand I adore on various mediums that led me to study marketing in the first place. I believe my combined knowledge of marketing and graphic design, as well as my existing knowledge of The Dalí Museum is what will allow me to succeed in the role of Web Producer/Data Coordinator at The Dalí.

The experience I have gained from my degrees and through my internship at The Dalí Museum will allow me to contribute a lot in the role of Web Producer/Data Coordinator that you seek. The quick pace, diverse projects, and collaboration I have experienced thus far are characteristics of the proposed role that appeal to me. I am very eager to take on more responsibility if given the opportunity and build instrumentally on what I have already learned at The Dalí Museum.

Enclosed is a copy of my resume. Thank you for your time and consideration. I look forward to hearing from you.

All the best,

Christa Kootz