

Katy M. Larsen

Graphic Artist, Author/Writer, Architectural Renderer

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OBJECTIVE

As a Graphic Designer, Architectural Visualization Specialist, Illustrator, published Author/Writer, Social Media Marketing Strategist and former business owner, I wear many hats. I would like to apply my talents and experience to new and challenging projects. Through years of work I have constantly expanded my portfolio to include an array of digital and print media for a variety of clients and hope to continue through new relationships. Successfully running my own business for five years taught me a great deal about content writing, public relations, social media presence and its best practices. I am a focused and detail-oriented worker always looking for a new challenge.

WORK EXPERIENCE

Graphic Artist/Interior & Exterior Design/SMM Strategist

Susan Strauss Design - November 2015 to Present

www.susanstraussdesign.com

Responsibilities *(included but not limited to)*

- AutoCAD floor plans, interior and exterior elevations
- Space planning and furniture layout and design
- 3D Modeling/Visualization
- All social media and marketing plans and tactics
- Rendering and graphic design
- Materials packets

Contributing Writer/Editor

Still Standing Online Magazine - June 2014 to Present

www.stillstandingmag.com

Responsibilities *(included but not limited to)*

- Monthly Contributor (article)
- Editor

eHow Crafts Presenter

Demand Media - September 2013 to Present

Responsibilities *(included but not limited to)*

- Select jobs fit to my abilities
- Write scripts, select materials and prepare presentations
- Present to camera crew on-set

http://www.ehow.com/contributor/katy_larsen/

Author/Illustrator/Narrator/Editor

Lulu.com - August 2013 to Present

Published Books:

- Mental Reflections (Author) August 9, 2013
- Whispers from the Well (Author) August 12, 2013
- Because They Lived (Author/Narrator) May 2, 2013
- There's Going to be a Baby! (Author/Illustrator) May 3, 2014
- Still Standing...Because They Lived (Author/Narrator) May 7, 2014

Accomplishments

Because They Lived and Still Standing...Because They Lived were also translated into eBooks by myself. Complete cover art, layout, content and editing was performed by myself as well.

Freelance Graphic Artist

Katy M. Larsen - 2001 to Present

Responsibilities (*included but not limited to*)

- Responsible for all graphic creation (ie. Packaging Design, Logo Design, Business Card Design, Brand Development, Website Design and Maintenance, Marketing Campaigns, Social Media Marketing and Integration, Content Writing, Custom Invitations, Promotional Products, Brochures and more.)
- Complete business management

References and sample available upon request.

Owner/Operator, Graphic Artist, Product Design

Somewhere Over the Rainbow, LLC, Toms River, NJ - November 2009 to October 2014

Responsibilities (*included but not limited to*)

- Product inception to completion
- All graphics, branding, company marketing, sales and marketing materials
- Complete business management
- Content Writing for both web and print, including promotional materials, web content, press releases, guest articles, reporter pitches and more.
- Complete design and management of eCommerce site as well as all social media sites, including Facebook, Twitter, Pinterest, Google+ and Instagram.
- Compile and maintain contact database to send custom email blasts and promotional offers and incentives.

Senior Architectural Renderer/Graphic Artist

Chester, Ploussas, Lisowsky Partnership, Matawan, NJ - August 2002 to September 2012
(September 2012-Present Consultant)

www.cplpartnership.com

Responsibilities *(included but not limited to)*

- 2D Renderings of Engineering Site Plans and Architectural Elevations for public presentation and developers.
- 3D Renderings of Conceptual Architectural Designs for public presentation and developers marketing media.
- Drafting and design of concept plans, design elevations and floor plans
- Preparation of all Partnership Marketing Materials including website, brochures, newsletters, business cards and promotional mailings
- Create and manage website, web presence, content writing for both online and print materials including but not limited to magazine articles, press releases and all public relations
- Prepare and compile RFP/RFQ for submittal

Graphic Artist

PUMA PRINTING, Lakewood, NJ - March 2001 to July 2002

Responsibilities *(included but not limited to)*

- All graphic materials (ie. Logo Design, T-shirt Design, Business Card Design, Menu Design and more.)
- Pre-Press Preparation

Assistant Store Manager

Rite Aid Pharmacy, Manchester, NJ - June 1997 to August 2000

Responsibilities *(included but not limited to)*

- Assist manager in daily operations of business including scheduling, store maintenance, receiving truck, stock and management of all employees
- In charge of all Cosmetic and Seasonal Merchandising as well as Planograms

EDUCATION

Certificate/Award Direct and Digital Marketing

The Institute of Direct & Digital Marketing

(www.idm-online.com)

2015

Certificate in Birth and Bereavement Doula

Stillbirthday.com

2014

Certificate in 3D Studio Max/Autodesk Viz

CDM Institute - Wayne, NJ

2005

Associates in Graphic Arts and Design

Brick Computer Science Institute - Township of Brick, NJ

1999 to 2001

Creative Writing

Ocean County Community College - Toms River, NJ
1999 to 1999

Honors/General Studies

Manchester Township High School - Manchester, NJ
1993 to 1997

SKILLS

Microsoft Office Suite (10+ years), Web Design (10+ years), Powerpoint (7 years), Autocad (10+ years), 3D Studio Max (10+ years), Graphic Design (10+ years), Creative Writing (10+ years), Adobe Creative Suite (10+ years), Marketing (7 years), Advertising (7 years), Content Marketing (7 years), Architectural Rendering (10+ years), Presentation Design (10+ years), Wordpress (7 years), Crafting Presentation (5 years), QuarkXpress (10+ years), Search Engine Optimization (7 years), Online Marketing (7 years), Dreamweaver (10+ years), Email Marketing (7 years), Social Media Marketing (7 years), Branding (10+ years), Blogging (7 years), Architectural Design (10+ years), Typography (10+ years), Customer Relations (10+ years)

LINKS

<http://stillstandingmag.com/author/katy-larsen/>

http://www.ehow.com/contributor/katy_larsen/

http://www.lulu.com/spotlight/mental_reflections

<https://twitter.com/SOTRshop>

<https://www.facebook.com/SOTRShop>

<https://www.linkedin.com/pub/katy-larsen/73/756/72>

AWARDS

Award in Direct & Digital Marketing

October 2015

Key principles of direct and digital marketing

Katy M. Larsen Named a VIP Member of Worldwide Who's Who for Excellence in Graphic Design

October 2013

See Press Release

<http://www.24-7pressrelease.com/press-release/katy-m-larsen-named-a-vip-member-of-worldwide-whos-who-for-excellence-in-graphic-design-365489.php>

CERTIFICATIONS

Certified Birth and Bereavement Doula

June 2014 to Present

A Birth Doula is one who walks beside and assists a mother in birth. A Bereavement Doula is one who walks beside and assists a mother in birth where her child will not live.

Certificate in 3D Studio Max/Autodesk Viz

2005

PUBLICATIONS

Mental Reflections (August 9, 2013)

http://www.amazon.com/Mental-Reflections-Katy-Larsen/dp/1304278700/ref=asap_bc?ie=UTF8

Whispers from the Well (August 12, 2013)

http://www.amazon.com/Whispers-Well-Katy-Larsen/dp/1304322092/ref=asap_bc?ie=UTF8

Because They Lived (May 2, 2013)

<http://www.barnesandnoble.com/w/because-they-lived-katy-larsen/1117343875?ean=9781304539540>

Still Standing...Because They Lived (May 7, 2014)

<http://www.barnesandnoble.com/w/still-standingbecause-they-lived-katy-larsen/1119582316?ean=9781312158993>

there's going to be a BABY: a story of sibling grief (May 3, 2014)

<http://www.lulu.com/shop/katy-larsen/theres-going-to-be-a-baby-a-story-of-sibling-grief/paperback/product-21609872.html>

ADDITIONAL INFORMATION

Many publications unlisted and references available upon request. Samples of work also available upon request.

Some Press Releases

<http://www.prweb.com/releases/2014/03/prweb11710165.htm>

<http://www.prweb.com/releases/2013/9/prweb11148597.htm>

<http://blog.smartpress.com/customer-spotlight-katy-larsen-and-somewhere-over-the-rainbow>

<http://www.benzinga.com/pressreleases/13/08/p3840364/somewhere-over-the-rainbow-baby-age-blocks-and-name-blocks-make-for-gre>

<http://www.benzinga.com/pressreleases/14/01/p4192572/somewhere-over-the-rainbow-llc-big-changes-in-the-new-year-because-they>

<http://www.digitaljournal.com/pr/1498996>