



Katherine Haney

PROFILE

Creative entrepreneur with a passion for art, business, and technology. Skilled in diverse forms of communication including writing, public speaking, graphic design, web and application development, and social media management. Aspirations include the acquisition of a Master of Business Administration degree in Marketing from the University of Florida.

Portfolio: www.kathaney.com

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EDUCATION

TECH TALENT SOUTH, Jacksonville, FL

SUMMER CODE IMMERSION PROGRAM

June 2016 - Present

Learns computer-programming languages used to build websites and web-based applications; as well as search engine optimization strategies used in marketing.

UNIVERSITY OF FLORIDA

BACHELOR of FINE ARTS, GPA 3.22

2010 - 2014

Received experience and instruction in drawing, photography, graphic design, web design, video production, writing, creative thinking, and visual principles.

SUWANNEE HIGH SCHOOL

VALEDICTORIAN, GPA 4.0

2006 - 2010

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR/ 07.01.15 - Present

SUWANNEE EDUCATION FOUNDATION (SEF)

- Advises a Board of Directors
- Manages assets up to \$100,000 in revenue
- Raises donations through marketing over the web, social media, presentations, and fundraising events
- Writes state grants
- Actively communicates with stakeholders
- Manages Take Stock in Children program
- Created SEF's first logo, website, and brand system
- Increased SEF yearly fundraiser revenue by 34%
- Decreased SEF yearly expenses

GRAPHIC DESIGNER/ 08.01.10 - Present

KAT HANEY DESIGN

- Manages a freelance design business
- Creates and sells logos, websites, art, photography, t-shirt designs, and other branding and marketing materials
- Exhibits work at street art shows and gallery shows
- Contracts with The Real Estate Book of Valdosta; edits client magazine ads in InDesign and submits for monthly print production deadlines.

COMMUNITY RELATIONS SPECIALIST/ 02.23.15 - 06.30.15

SUWANNEE COUNTY SCHOOL DISTRICT

- Photographed SCSD events
- Generated frequent news releases
- Oversaw print and digital media released by SCSD
- Managed internal and external communication strategies
- Pioneered SCSD's first Community Relations Department
- Implemented SCSD's first Communications Plan, Annual Report, monthly news spread, logo, and photography collection
- Initiated the redesign and development of SCSD's new website
- Redesigned print materials (flyers, brochures, letterhead, etc.)
- Participated in rebranding Riveroak Technical College



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COMMUNITY INVOLVEMENT

SUWANNEE ACADEMIC BOOSTERS

Board Member, 03.01.2015 - Present

LIVE OAK CHARITY BALL COMMITTEE

Secretary, 06.01.2015 - Present

ARTIST GUILD OF LIVE OAK

Member, 04.15.2015 - Present

SUWANNEE REPUBLICAN EXECUTIVE COMMITTEE

Member, 04.01.2015 - Present

LIVE OAK JAZZ, ARTS, & BLUES FESTIVAL COMMITTEE

Art Director, 05.19.2016 - Present

SUWANNEE HIGH SCHOOL ATHLETICS

Head Tennis Coach, 01.12.15 - 05.15.16

TECHNICAL SKILLS

LOGO AND GRAPHIC DESIGN

Adobe Illustrator

WEBSITE DESIGN

Wordpress, HTML, CSS, Bootstrap

PAGE LAYOUT DESIGN

Adobe InDesign (Flyers, brochures, etc.)

WORD AND DATA PROCESSING

Microsoft Word, Excel, PowerPoint

SOCIAL MEDIA MANAGEMENT

Facebook, Twitter, Instagram

COMPUTER LANGUAGES

Ruby on Rails, HTML, CSS

SEARCH ENGINE OPTIMIZATION

Google

PHOTOGRAPHY AND PHOTO EDITING

Nikon D3000 Camera, Adobe Photoshop, Adobe Lightroom

VIDEO EDITING

Final Cut Pro, iMovie


ANIMATION

Autodesk Maya Animation Software

CONTACT

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