

Kate Harmsworth

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Education

Boston University, 2019
MFA in Graphic Design
Boston, MA

Noble Desktop, 2016
Certificate in Visual Design
New York, NY

Bates College, 2008
Bachelor of Arts,
Double Major in History
and French
Lewiston, ME

Volunteer Experience

**English Conversation
Group Leader, 2011-2016**
Brooklyn Public Library
Brooklyn, NY

Skills

- > PhotoShop
- > Illustrator
- > InDesign
- > Excel
- > HTML
- > FileMaker
- > MailChimp
- > Salesforce Marketing Cloud
- > GoToWebinar

Experience

**Digital Marketing Manager, ADDitude Magazine | 2012-2017 |
New York, NY**

Six years of experience in publishing, including marketing strategy and analytics, graphic design, and user experience.

- > Managed the design, execution, and delivery of daily newsletters and email campaigns reaching over 350,000 subscribers and accounting for 20% of overall site traffic.
- > Analyzed and reported key email metrics, managed paid advertising in newsletters, and implemented subscriber retention campaigns.
- > Coordinated production, delivery, and promotion of digital and app editions of the magazine.

Editor, Building Your Family | 2010-2012 | New York, NY

Managed production of *Building Your Family: The Infertility & Adoption Guide*, an annual print and online publication of complete family-building options. Selected new editorial content, researched updates in the field, wrote copy, updated online database and website, produced digital and app editions of the publication, and sold advertising in the national directory.

Program Assistant, Preble Street | 2009-2010 | Portland, ME

Administered food and volunteer programs, including resource tracking and reporting. Supported soup kitchen, homeless shelter, food pantry, teen center, and women's center.

**Resource Development Assistant, Preble Street | 2008-2009 |
Portland, ME**

Supervised and worked with volunteers to meet client needs, developed and implemented effective volunteer recruitment strategies and donor acknowledgement processes, and ensured supply of donated goods.