

# Kathleen

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## Education

*book180* ♦ Remote, online portfolio program on the **Art Direction** track.

*NSU Florida* ♦ Bachelor of Arts in **Graphic Design**.  
♦ Nova Southeastern University is located in Fort Lauderdale, FL.

## Skills

9 years of experience

### Artistic principles

(Color theory, hierarchy, typography)

### Adobe creative suite

**Ps** Photoshop (since CS5)  
**Ai** Illustrator  
**Id** InDesign  
**Lr** Lightroom

3 years of experience

### Social media strategy

(Hootsuite, Sprout Social)

### Web design

(Squarespace, Wix, Wordpress)

### Project management tools

(Trello, Basecamp, iMeet)

### Copywriting

## Hobbies + Interests

**Music** (sorting through my mom's vinyl collection, perusing Spotify and karaoke nights), my two **cats**, **Squishmallows**, **trivia**, **psychology**.

## Experience

### Marketing + Advertising Freelancer, 2020 - present

#### NSU Art Museum, 2022

- ♦ Designed three OOH advertisements (48 ft high by 20 ft wide) to promote walk-in visitors, which garnered **immediate design approval** from Kehinde Wiley's management team and the Keith Haring estate.
- ♦ Designed multiple emails per week utilizing Constant Contact.
- ♦ Reviewed and revised monthly social media calendar from PR / social agency to ensure brand guidelines were met.

#### Roar Media, 2021

- ♦ Scheduled social media posts for two spirits newly acquired by Diageo, SIA Scotch Whisky and Kikori Whiskey.
- ♦ Organized campaigns with influencers and a **holiday activation with an added value of over 1 million accounts**.
- ♦ Coordinated production shoots with vendors and client. Sourced inspiration / made moodboards to show client.
- ♦ Edited photography for use on social media.
- ♦ Wrote captions and edited cocktail recipes.
- ♦ Managed organic social community, including replying to DMs / comments from followers and prospective customers.

#### The MRKT Co., 2021

- ♦ Delivered social media content to approximately 10 clients including W Hotel Fort Lauderdale, Prime 6 Charcoal (a Shark Tank company) and The Restoration Hotel Charleston.
- ♦ Moderated comments / DMs on about 26 social media accounts (total number includes Instagram, Facebook, LinkedIn and Twitter).
- ♦ Overnight, The Restoration Hotel gained **1,000 IG followers organically through one comment reply\*** to an influencer.
- ♦ Designed monthly status report decks with updated digital media statistics of growth and goals for clients.
- ♦ Self-taught on social media scheduling programs including Sprout Social, Hootsuite, Facebook / Meta Business Suite.
- ♦ Wrote captions, updated and compiled best practices for hashtags, edited static images, scheduled posts.

\*(Prior numbers from Nov. 2020 quoted the average overnight organic growth as less than 100 new followers per day.)