

Kathy Sale

WordPress Development/Webmaster/Graphic Design

EMAIL

kathyasale@gmail.com

PHONE

(618) 384-8999

WEBSITE

katswebdesigns.com

Skills

- Mobile Development
- Branding
- Digital Marketing
- Graphic Design
- UI/UX Design
- Create Google PPC banner ads
- CSS
- EyesOn Video Conference software
- Google "My Business" set-up
- Google Analytics
- Google PPC (Paid Per Click)
- HTML
- Microsoft Office
- Photoshop and InDesign software
- PhpAdmin
- SEO
- WordPress

Work Experience

Freelance WordPress Development

Kats Web Designs

Jan 2005 – Present

Carmi, IL

Part-time freelance website developer and graphic designer duties but not limited to the following:

- Create user-friendly websites with WordPress CMS
- Set-up databases for websites
- Update WordPress databases, core files, and plugins
- Add content, images and any other edits to websites
- Install SSL to secure website data
- MailChimp email
- Graphic design: created two 20-page booklets for weddings and conference center
- Business cards, flyers, posters, restaurant menus, and letterhead

Marketing Coordinator

Pacific Press Holdings, LLC

Nov 2018 – Apr 2020

Mt. Carmel, IL

My responsibilities as the Marketing Coordinator at Pacific Press Holdings, LLC were to help market the company brand and metal forming machinery through social media, video, photography, company website, email campaigns, and print design.

- Created marketing material for company brochures, emails, websites, business cards, social media, and trade show graphics. Maintained the company website with updated content, images, brochures, new pages/posts.
- Prepared and organized metal forming trade show events.

Reason for leaving: I was laid off in April 2020. This was a full-time day job Mon-Fri 8am-4:30pm

Education

G.E.D

All major
Jefferson County Technical
College

Certifications

Data Entry

1990

Website Design Courses

2004, 2009-11, 2014-15, 2018-19

Attention to Detail Assessment - Expert Level

InDeed
2020

Search Engine Optimization - Expert Level

InDeed
2020

Marketing Coordinator

Red Geranium Enterprises, LLC

Sep 2005 - Nov 2018

New Harmony, IN

Marketing Coordinator -

- Designed marketing material for print and digital for hotel
- Updated and created website content
- Maintained marketing database
- Researched and negotiated vendor services to decrease and/or remain within budget for advertisement purposes
- Created online digital ads, utilizing Google Adwords, and Facebook.
- Designed artwork with InDesign and Photoshop software.
- Created and sent out hard copies and also email campaigns newsletters pertaining to upcoming events and hotel specials using MailChimp.
- Used WordPress CMS to design current company website at <https://newharmonyinn.com>
- Established a friendly and professional relationship with vendors.

Executive Assistant -

Assist General Manager with tasks as needed. Maintained a multi-line phone system, meeting agenda recorder, process gift cards, and assist with fitness center memberships. Also, assisted other departments with projects as needed.

Hotel Reservation Agent -

- Created hotel reservations via phone, walk-ins, and website
- Up sale hotel rooms in a friendly manner
- Responded to incoming and internal emails
- Excellent interpersonal, phone, and digital communication skills
- Processed gift card purchases from the company website and in-person
- Recorded hotel and restaurant reservations
- Frequently used word processing, spreadsheet, database, and presentation software
- Processed telephone and walk-in hotel reservations
- Reviewed account information and hotel/restaurant charges with guests during check-out
- Resolved service-related issues in a timely manner within the scope of authority
- Guests were treated with the utmost respect

I held several positions with Red Geranium Enterprises from September 2005 to November 2018

Reason for leaving: Higher wages and benefits with Pacific Press Holdings, LLC