

CONTACT



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EDUCATION

BACHELOR OF SCIENCE JOURNALISM

University of Southern Indiana

SEPTEMBER 2009 — MAY 2013

BACHELOR OF SCIENCE PUBLIC RELATIONS & ADVERTISING

Emphasis in Public Relations

University of Southern Indiana

SEPTEMBER 2009 — MAY 2013

MINOR ART

Emphasis in Graphic Design

University of Southern Indiana

SEPTEMBER 2009 — MAY 2013

OVERALL GPA: 3.77/4.0 | *Graduated Cum Laude*

SKILLS

- + WRITING 
- + INDESIGN 
- + ILLUSTRATOR 
- + PHOTOSHOP 
- + DREAMWEAVER 
- + SOCIAL MEDIA 
- + EVENT COORDINATING 

INVOLVEMENT

DELTA ZETA, LAMBDA BETA CHAPTER SEPTEMBER 2009 — MAY 2013 (ALUMNA)

Held offices: Flash Chair (Photographer), Fundraising Chair, and Alumnae Relations Executive Officer

ORDER OF OMEGA OCTOBER 2012 — MAY 2013 (ALUMNA)

Leadership honor society dedicated to the recognition of individuals in Fraternity and Sorority Life who have contributed their leadership skills to the University of Southern Indiana, the Fraternity and Sorority Life community, and the community outside of the university.

REFERENCES

+ ERIN GIBSON

Journalism Professor, Adviser to *The Shield*, University of Southern Indiana
8600 University Blvd., UC East 0227, Evansville, IN 47712
812.465.1125 | emgibson@usi.edu

+ LAURA MATHIS

Marketing Director, First Security Bank
313 Frederica St., Owensboro, KY 42301
270.688.8878

+ DUBONNET MOSELEY

Visual Merchandiser Manager, Macy's Department Store
275 W Kaahumanu Ave., Kahului, HI 96732
808.877.3361 Ext. 4150 | Dubonnet.moseley@macys.com

Kaitlin Mansfield

JOURNALISM + PUBLIC RELATIONS & ADVERTISING + GRAPHIC DESIGN



PROFILE

Outgoing, independent, hands-on worker with four years experience in journalism, copyediting, and graphic design; two years experience in public relations/advertising and marketing; seven years experience in retail sales; two years experience in fashion/visual merchandising; and one year experience in online interior design. Excellent client relations skills, strong focus to detail and organization. Major strengths include leadership, exceptional communication skills, accomplished team player, works well under pressure, meets deadlines, responsible, creative-minded, resourceful and ambitious employee. Takes direction and is consistently seeking knowledge to grow.

EXPERIENCE

+ E-INTERIOR DESIGNER | HAVENLY

APRIL 2015 — AUGUST 2016

Works with clients virtually (via email and/or phone) to design client spaces based on their style, taste and budget. Interacts with clients in a professional and timely way processing their feedback along the way and sourcing from a variety of home vendors to find the perfect mix of items that deliver a stunning and professional room design using Photoshop.

+ FREELANCE GRAPHIC DESIGNER

SEPTEMBER 2013 — PRESENT

Primarily design magazine layouts for Tucker Publishing Group. Redesigned print and web logo for the Tri-State Association of Insurance Adjusters in Evansville, Ind.; created business cards and certificate of appreciation. Creative in promotional print making materials such as brochures, media kits, booklets, postcards, invitations, newsletters, and advertisements.

+ VISUAL MERCHANDISER | MACY'S, AIEA, HAWAII

FEBRUARY 2014 — FEBRUARY 2015

Combine products, environments, and spaces into a stimulating and engaging display to encourage the sale of a product. Required to execute corporate visual standards. Maintain and present visual displays in a compelling and exciting manner, maintain mannequin presentation, grid fixtures, maintain window displays, and implement store-signing programs. Use own creativity to change displays, based upon product availability, to represent in-stock products. Responsible for the entire second floor which includes womens, missy, petites, activewear, and intimates; and first floor juniors and cosmetics/fragrance.

+ GRAPHICS INTERN | TUCKER PUBLISHING GROUP, EVANSVILLE, IN.

DECEMBER 2012 — JULY 2013

Tucker Publishing Group produces two bimonthly magazines and one yearly magazine: *Evansville Living*, *Evansville Business*, and *Evansville City View*. Creatively designed the style of pages, graphics, advertisements, and promotional pieces and postcards. Effectively created bookmaps, laid out stories with photos, and appropriately used Tucker Publishing Group's style guide. Edited articles and photos, wrote stories, and placed advertisements into magazine layout.

+ DESIGN & LAYOUT COORDINATOR | THE SHIELD, EVANSVILLE, IN.

AUGUST 2011 — MAY 2013

Student newspaper. Weekly layout of ad pages, worked with sales consultants to design effective advertisements and campaigns, maintained efficient communication with clients and sales and marketing staff. Worked proficiently with Photoshop, InDesign and Illustrator. Successfully designed and published *The Shield* media kit/rate card for advertising clients.

+ COPY DESK INTERN | COURIER & PRESS, EVANSVILLE, IN.

AUGUST 2011 — DECEMBER 2011

Effectively placed stories on appropriate pages. Worked to incorporate various graphic elements, photographs, maps, or special type for required stories. Edited each story, and cut them to fit the space on the page if necessary. Wrote captivating headlines and deck lines. Maintained knowledge of the *Courier & Press* style used for columns, news stories, briefs, photo cut lines, and local, business, and sports pages.

AWARDS

OUTSTANDING JOURNALISM MAJOR

Evansville Courier & Press Journalism Award

EVANSVILLE COURIER & PRESS JOURNALISM SCHOLARSHIP

BEST GENERAL MEDIA KIT, SECOND PLACE, THE SHIELD

Indiana Collegiate Press Association 2013

BEST DISPLAY AD, THIRD PLACE, THE SHIELD

Indiana Collegiate Press Association 2013

BEST AD DESIGN IN SPECIAL SECTION, THIRD PLACE, THE SHIELD

Indiana Collegiate Press Association 2014