

CONTACT



VIRGINIA BEACH, VA 23453



812-480-2511



MANSFIELDKAITLINM@GMAIL.COM



WWW.KAITLINMANSFIELD.COM
WWW.KAITLINMICHELLE.STYLE

EDUCATION

BACHELOR OF SCIENCE JOURNALISM

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
- + RETAIL STYLING
- + CUSTOMER SERVICE
- + ILLUSTRATOR
- + PHOTOSHOP
- + 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

Art Director, Tucker Publishing Group
223 NW 2nd St #200, Evansville, IN 47708
812.426-2115

+ 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 + PR & ADVERTISING + GRAPHIC DESIGN + RETAIL STYLING

PROFILE

km

Outgoing, independent, hands-on worker with several years combined experience in journalism, copyediting, graphic design, advertising, retail sales and fashion/visual merchandising, and 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

+ ASSOCIATE STYLIST | MAC & MIA, REMOTE NOVEMBER 2018 — PRESENT

Children's clothing box service. Use my networking skills to obtain an organic customer base, along with paid lead customers to deliver an unparalleled level of service, fun, and problem-solving in order to delight busy parents and littles. Focus on consistently meeting and exceeding team performance and service goals by create unique outfits using the online catalogue and CRM platform by selecting items that are personalized for each client and each child's needs. Establish a strong client base by cultivating long-lasting relationships with customers.

+ STYLIST | TAILOR (GOOGLE COMPANY), REMOTE MARCH 2018 — PRESENT

Works with clients virtually via stylist interface to send style inspiration, put together outfits for an event or everyday looks from client's closet or new pieces to purchase, and finds specific items client is looking for. Consult with clients, leveraging an understanding of current fashion and styling trends along with user preferences and specifications.

+ E-INTERIOR DESIGNER | HAVENLY, REMOTE 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, REMOTE 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

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.

AWARDS

+ OUTSTANDING JOURNALISM MAJOR *Evansville Courier & Press Journalism Award*

+ EVANSVILLE COURIER & PRESS JOURNALISM SCHOLARSHIP

+ BEST GENERAL MEDIA KIT, 2ND PLACE, THE SHIELD

Indiana Collegiate Press Association 2013

+ BEST DISPLAY AD, 3RD PLACE, THE SHIELD *Indiana Collegiate Press Association 2013*

+ BEST AD DESIGN IN SPECIAL SECTION, 3RD PLACE, THE SHIELD

Indiana Collegiate Press Association 2014