

KATE WOLOSHIN

I am a graphic designer with a passion for branding in both the print and digital world afraid of butterflies. Well, not afraid – I just don't really like them. They float from place to place, frequently changing directions and seem very indecisive.

I enjoy creating a plan, maneuvering around obstacles, and contributing to a greater goal. I guess you could call me more of an ant person.

PHOTOSHOP	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
INDESIGN	● ● ● ● ●
HTML/CSS	● ● ● ● ○
EXCEL	● ● ● ○ ○
AFTER EFFECTS	● ● ● ○ ○
PREMIERE	● ● ● ○ ○
ASANA	● ● ● ● ●

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Co-Founder, Director of Marketing | ASSET | 1/2022 - 12/2023 | Remote

- Co-founded and played a pivotal role in shaping the strategic direction and vision of the company.
- Played a hands-on role in product development, ensuring alignment with market demands and customer expectations.
- Integrated product development strategies with brand initiatives, ensuring a cohesive and innovative brand and product ecosystem.
- Collaborated with a design agency on comprehensive branding efforts.
- Owned and executed social, email, and influencer strategies, maintaining the company website.

Brand Manager | Whisper Bidets | 7/2021 - 12/2023 | Remote

- Developed and implemented an asynchronous work guidebook for an efficient and collaborative remote workplace.
- Led and executed a company rebrand to align with current market trends.
- Launched a successful seasonal out-of-home (OOH) campaign with two billboards in South Carolina.
- Designed and managed monthly social ads, overseeing photo and video shoots.
- Owned and executed email strategy, design, and management.
- Established a creator seeding program.
- Managed Marketing Coordinator.

Property Marketing Manager | JLL | 9/2020 - 6/2021 | Washington, DC

- Oversaw marketing for 45+ office properties, creating tailored plans and budgets, ranging from \$30k-\$150K.
- Directed internal and third-party design teams, developing property-specific brands.
- Created immersive marketing installations and events in trophy buildings.
- Attended pitches to promote marketing and partnership.

Brand Manager | [solidcore] | 6/2019 - 3/2020 | Washington, DC

- Grew Instagram followers by 20k in 9 months.
- Initiated campaign-specific splash pages for the website.
- Owned e-commerce lifecycle marketing for retail products.
- Established collaborations with like-minded brands.
- Revamped brand standards, elevating the visual identity.

Brand Designer | TTR Sotheby's International Realty | 10/2018 - 5/2019 | Washington, DC

- Produced advertising campaigns, brochures, and more.
- Refreshed traditional events like the 'Spring Luxury Tour' through creative thematic approaches.
- Project-managed the adoption of a new design platform, enhancing brand consistency.
- Created 'Social Media 101' classes, empowering over 400 agents in brand communication.

Social Media Strategist | Design Army | 7/2018 - 10/2018 | Washington, DC

- Managed social media for five clients including strategies and reporting, photo, video, and multimedia design.
- Coordinated influencers and produced events for each client.
- Onboarded two new clients

Social Media Manager + Content Creator | UrbanStems | 6/2017 - 5/2018 | Washington, DC

- Grew Instagram followers by 20k in 9 months.
- Managed company photography
- Creative directed photoshoots and developed social strategy.
- Launched and sustained UrbanStems x Vogue product line.
- Collaborated with companies like Bumble, Squarespace, JCrew, Swell, Zola, and more.

Marketing Coordinator | HOK | 5/2016 - 6/2017 | Washington, DC

- Created winning proposals and RFPs by coordinating external sub-consultants and internal stakeholders.
- Developed internal marketing for in-house mentoring program.
- Managed social media content creation and strategy.