

KATRINA COKER

Creative Director // Visual Designer // Web Creator



EXPERIENCE

2/2022 - Present • *Sr. Web Manager & Development* **GAELS GROUP | MENDHAM, NJ**

- Overseeing Daily Web Updates & Changes
- Building scalable web design packages with custom workflows using AirTable, Zapier and Slack.
- Building custom help desk ticketing system using AirTable and Zapier.

6/2018 - 6/2020 • *Creative Director* **TUCKER FINANCIAL GROUP | DENVER, CO**

- Led the design and development of plug-and-play branding and website packages for the Tucker clientbase, giving advisors a much needed option for custom logos and websites.
- Developed custom workflows for each of Tucker's marketing products using AirTable, Zapier and Microsoft Teams. Custom notifications as each task was completed kept team members on-task and on-deadline.
- Implemented Microsoft Teams for the Marketing Department, creating an option for remote access to working files and online collaboration.

11/2015 - 6/2018 • *Sr. Graphic Designer* **TUCKER FINANCIAL GROUP | DENVER, CO**

- Designed and managed all branding and logos for Tucker companies, manuals, advertisements, mailers, events, promotions, rewards, etc.
- Responsible for the branding and logo for the annual reward trip incentives, including invitations, websites, promotional items, trophy's and event decor.
- Created 200+ page training manual for Tucker Asset Management
- Maintained relationships with local and national print vendors for competitive print quotes.
- Designed and managed all websites for Tucker companies and entities
- Managed a major upgrade of TuckerAdvisors.com; moving the site to Wordpress and implementing a membership site.
- Moved all Tucker websites to the Divi theme to streamline updates, and maintenance.

5/2010 - 2/2016 • *Freelance Design & Webmaster*

10/2005 - 5/2010 • *Marketing & Web Design* **ROPER LASER COMPANY | MARIETTA, GA**

University of Alabama — **EDUCATION** — *Kennesaw State University*
 Bachelor of Arts, Public Relations Internet Professionals Certification

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EXAMPLES of DESIGN



CANDOR
WEALTH MANAGEMENT

