



Katie Belluchi

Marketing / Creative Director

PROFILE

Resourceful and energetic Marketing Designer with twelve years B2B experience delivering profitable solutions to drive sales, attract and sustain customers, and build a reputable corporate brand. As a vision-focused strategic brand builder, I am the marketing design expert that will bring your company to the next level.

CONTACT



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SKILLS

- Account Management
- B2B Marketing
- Cross-functional Team Leadership
- Graphic Design - Proficient in InDesign, Illustrator, Photoshop, Basic understanding of Figma, Lightroom and After Effects.
- Leadership Development
- Marketing Strategy & Execution
- New Business Development
- Production Management
- Project Management
- Sales Management
- Team Management
- Tradeshow Coordination and scheduling

EDUCATION

- DMACC - Des Moines Area Community College Commercial Art

WORK EXPERIENCE

MARKETING GRAPHIC DESIGNER - DIGITAL + PRINT

MARTIN CITY MARKETING | CABLE DAHMER AUTOMOTIVE GROUP | APR 2024 - PRESENT

Experienced marketing graphic design leader with expertise in digital marketing and print design. Skilled in implementing innovative processes and software to enhance revenue-generating products and specialty designs. Proficient in direct mail, saddle-stitched brochures, flyers, banners, and large-format signage and more.

MARKETING DIRECTOR

C K PRINT AND DESIGN | A DIVISION OF C K ENTERPRISES | JAN 2018 - APR 2024

Marketing executive driving internal and external growth year over year; placing C K Enterprises on the map as a top distributor of high-quality design materials.

Oversees the company's promotion and advertising efforts to drive sales and build brand awareness. Primary responsibilities include developing an overall marketing plan, approving campaigns and measuring the return on investment of various advertising methods. Manages the team responsible for graphics and layout of all high quality label designs, large corporate signage, and a number of other professional marketing materials.

Responsible for making high-level decisions regarding advertisement campaigns, including the review of current marketing trends and advertisements to determine the effectiveness of different styles and strategies. Analyze sales numbers in comparison to the marketing budget in order to find the profit margin and which campaigns were most effective. Research competitors to stay current with similar products or services on the market. Work with both the sales and production departments to develop successful strategies and campaigns that attract new customers and keep current clients. Collaborate with other executives to make high-level decisions regarding the budget and the direction of the company. Create and maintain a successful brand and image that attracts customers to the product or service. Develop marketing strategies for new products or services that comply with current company standards.

GRAPHIC DESIGNER

HH COLOR LAB | JUL 2013 - DEC 2017

Professional graphic design expert in a client-facing role. Provided expertise in design for several thousand customers in end to end, revenue generating, product and specialty design. Work included, but was not limited to, album, flyers, banner design and sales.