



# Katelin DeLorenzo

FREELANCE DESIGNER &  
CONTENT WRITER

## ABOUT

I am based in Walker, MN while I continue to maintain online education for WHA High School. Surrounding myself with students, it has become almost impossible not to stay up-to-date with the latest social media and marketing trends for our small-town charm. As a self taught designer, I try to find the fun in whatever I am working on. Whether that's adding more color, simplicity, or pizzazz, I believe everything has a right to be seen virtually and physically. If we don't want to see and share our world, then what's the point!?

## EDUCATION

2011-2015 • University of Minnesota Duluth | BFA Acting Emphasis

## EXPERIENCE

### 2018 - Present | WHA Drama Department Director & Producer

- Director / Set, Lighting, & Costume Designer / Marketing Coordinator
- Social Media Coordinator

### 2018 - 2024 | Walker Bay Live Social Media Coordinator

- Facebook & Instagram Accounts Created & Managed [3-4 Posts Per Week + FB Events]
- Brand Maintenance & Updates Each Season
- Website Created
- Original Ad Art Created for Social Media Pages + Copy
- Weekly Local Newspaper Articles Written
- Board & Community Communication Maintained For Correct & Consistent Information
- Paper Marketing Materials Designed Upon Request

### November 2020 - March 2021 | Real Estate Social Media Coordinator

- Facebook & Instagram Accounts Created & Managed [3-4 Posts Per Week]
- Original Post Images Created + Copy
- Bi-Weekly Communication with Client Regarding Sales, Photos, & Content Plans
- Paper Marketing Materials Designed Upon Request

### September 2016 - April 2018 | Traveling Art Pub Studio Manager/Artist

- Opening/Closing Art Studio // Guiding Customers DIY Projects
- Presenting/Collecting Client Contracts for Public & Private Events
- Communicating with Clients & Customers Regarding Event Organization & Ticket Sales
- Maintaining Social Media Posts, Ads, and Event Coupon Sales
- Instructing Art Classes When Necessary
- Designing Posters & Digital Posts to Match Brand Representation

## SKILLS

**Adobe Photoshop, InDesign, & Illustrator | Canva | Google Suite | Microsoft Suite**  
Social Media Post & Story Design • Paper Marketing Materials • Client Communication  
Account Organization & Presentation

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### WEBSITE

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