

# KATHY MATHEWS

## DESIGNER

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📷 @katmatxx

## EDUCATION

MAY 2020 **Purchase College, School of Art + Design**  
Bachelor of Fine Arts

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## CERTIFICATIONS

MAR 2023 **Springboard**  
UI/UX Design Bootcamp

NOV 2021 **Google**  
User Experience Design Certificate

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## EXPERIENCE

MAY 2022-  
PRESENT **Digital Content Manager / Times Square Alliance**

- Achieved viral success with the very first TikTok, amassing an astounding 16 million views.
- Demonstrated exceptional growth skills, surpassing 580k followers on Instagram and 180k followers on TikTok.
- Executed a highly successful New Year's Eve event marketing campaign, garnering millions of views.
- Overseeing, creating, executing, processing, editing and publishing content across all major social media platforms, encompassing Instagram, TikTok, Twitter, Facebook, Threads and YouTube.
- Develops compelling content tailored for businesses and events in Times Square, NYC.
- Establishes strategic partnerships with local businesses in the district and create social media posts.
- Responsible for analyzing and interpreting social media analytics, metrics and insight across all platforms.
- Successfully enhanced daily engagement and executed targeted campaigns to support and achieve business objectives.
- Engaging in successful collaborations with renowned brands and achieving sponsorship objectives.
- Initiated the captivating "Humans of Times Square, NYC" series, which showcases insightful interviews with diverse daily visitors and passersby in the bustling plazas.
- Conceptualized, executed and managed the "Affordable Times Square Guide", overseeing from ideation to video production and social media marketing, which highlights the budget-friendly dining options in Times Square, NYC.

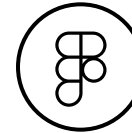
NOV 2020-  
DEC 2021 **Social Media Manager / Project Soul**

- Proficiently designed compelling videos and graphics to drive advertising and marketing initiatives.
- Accountable for managing Instagram Insights and actively engaging with the fitness community.
- Developed engaging content that fostered continuous involvement and activity within the community.
- Successfully marketed video and graphic designs through strategic use of Instagram and Facebook.
- Achieved significant increases in daily engagement through the implementation of target campaigns to support business objectives.
- Innovatively created a monthly calendar to transparently share daily fitness progress with the community.
- Developed comprehensive wrap-up series highlighting the accomplishments of each monthly challenge.

JAN 2020-  
SEPT 2020 **Video Designer / Jill Krutick Fine Art**

- Produced captivating video designs to promote artist' work and art shows as compelling advertisements.
- Skillfully oversaw social media accounts on Instagram and TikTok, ensuring a strong online presence.
- Proactively engaged with followers and customers to foster a vibrant online community.
- Devised a compelling content strategy for the "Painting Story time" video series.
- Executed successful marketing campaigns to promote video and graphic designs effectively.

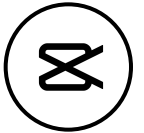
## TOOLS



Figma



Final Cut Pro



Capcut



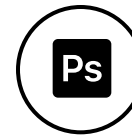
Google Workspace



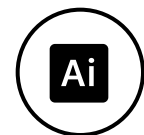
Notion



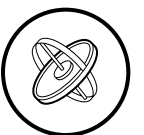
Creative Cloud



Photoshop



Illustrator



Motion



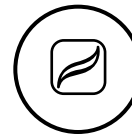
Adobe XD



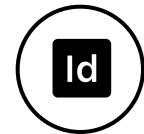
Premiere Pro



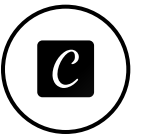
Lightroom



Procreate



Indesign



Canva

## SKILLS

Video Production

Visual and Interaction Design

Social Media Marketing

Content Strategy/Branding

User Experience Design

User Interface Design

Wire framing

Prototyping

High and Low Fidelity Prototyping

Basic HTML/CSS

Graphic Design

Painting & Drawing

Multimedia Art

Calligraphy & Typography

Digital Illustration