

# cat landrum

**GRAPHIC DESIGN | MARKETING | PHOTOGRAPHY**

**Portfolio:** [catlandrum.com/portfolio](http://catlandrum.com/portfolio)

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**Phone:** 504-275-9773

**Location:** New Orleans, LA

## EDUCATION

Mississippi State University  
BFA Graphic Design

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Premiere  
Adobe After Effects  
Photography  
Copywriting  
Social Media Management  
Facebook/Instagram/TikTok  
Website Design  
Wix/Squarespace  
Marketing Strategy  
Account Management

## PROFILE

Graphic designer, photographer, and marketing coordinator based in New Orleans. Currently the owner and founder of a creative marketing business, 2nd Story Creative. Bachelor of Fine Arts degree and over 10 years of professional experience in graphic design. Skilled in branding and identity, digital and print advertising, web design, marketing strategy, social media management, and digital photography.

## PROFESSIONAL EXPERIENCE

### **2nd Story Creative - Owner/Creative Director** **February 2017 - Present** **New Orleans, LA**

- Provide logo designs, digital and print advertising, brochure and catalog layout, web design, outdoor signage, social media content, and photography for businesses and organizations
- Successfully built and maintained over 150 client relationships
- Developing a brand for the business and strategic marketing through advertising, social media, blog posts, eblasts, and networking events

### **Peter Mayer - Associate Art Director** **October 2013 - February 2017** **New Orleans, LA**

- Worked with a creative team to develop print and digital advertising, website design, and social media content for various accounts
- Provided photography for agency social media and website content

### **WGNO ABC26 - Graphic Designer/Photographer** **August 2010 - October 2013** **Metairie, LA**

- Created branding and animation for newscasts and various broadcasts including *News with a Twist*
- Worked in fast-paced environment with news team, acted as project manager leading creative teams, and oversaw creative interns
- Provided photography, copywriting, and design for station social media and website content, increasing engagement and following
- Developed print and digital advertising for station sponsors