



kba

Katy Barrett-Alley

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skills

ADOBE CREATIVE SUITE CS6



QUARKXPRESS 6.5 | MICROSOFT OFFICE

LOGO DESIGN | ART DIRECTION

PROJECT MANAGEMENT | BRANDING

PREPRESS PRINT PRODUCTION

EDITORIAL LAYOUT | ADVERTISING



education

MIDDLE TENNESSEE STATE UNIVERSITY
2003 - 2006

Bachelor of Science in Mass Communications

Concentration in Media Design. Minors in English and Art. Achievements and activities during my time at the university: Awarded Special Achievement in Media Design, Managing Editor of BlueWire News, a student initiated online newspaper, and published news stories in local papers.



interest

LITTLE BIT SPORTY,
LITTLE BIT NERDY

KAYAKING | HORSE RIDING | HIKING

PRIMITIVE CAMPING | MOUNTED ARCHERY

READING FANTASY SERIES | TRAVELING

HISTORY DOCUMENTARIES & BIOGRAPHIES

CHILDREN'S BOOK ILLUSTRATION

experience

SOUTHCOMM, INC. | 2009 - PRESENT

Senior Graphic Designer | Traffic Manager | Production Center Project Manager

SouthComm, Inc. has a wide variety of publications, such as *Nashville Scene*, *Titan's GameDay*, *Nashville NFocus*, *Louisville NFocus*, *NashvillePost*, *Medical News Inc*, *Kansas City Pitch*, *The Nashville City Paper*, *The Washington City Paper*, *Creative Loafing Atlanta*, and *Cincinnati City Beat*. It is a fast-paced work environment with multiple deadlines and various printer specifications which require strict attention to detail and time management.

Daily responsibilities include a high volume of concept design for advertising, marketing, events and sales campaigns in print, digital and social media. Monthly duties include editorial layout and production for newspapers in Orlando and Tampa Bay, as well as seasonal inserts and publications that supplement SouthComm's brands. Assisted in photoshoots for covers, products and advertisements.

I also managed all advertising traffic between the sales and production department for all Medical News publications in the South East region. Acted as point of contact for all design and production related concerns, maintaining deadlines and printer specifications for remote markets. Managed the implementation and training of production software while creating best practices and training manuals for the newly formed Nashville production center that catered to ten offsite publications. Tasked with training all new hires, both locally and remotely, as well as maintaining and updating best practice manuals and processes as the company grew and obtained new publications.

BUSINESSTN MAGAZINE | 2006 - 2009

Graphic Designer | Production Assistant | Marketing Designer

Assisted the art director with all editorial design and production as well as managed and designed all branding and sales collateral for the marketing director.

PRINT & DOCUMENT SERVICES | 2002 - 2006

Graphic Designer | Production Associate

In charge of overseeing multiple projects for small businesses ranging from brochures to large scale printing and book making. Acquired the fundamental skills for multi-tasking, customer service, commercial design, time management and organization along with managing orders with printers and vendors for a wide range of products.

ADVENTURES IN FREELANCE | 2006 - PRESENT

Experience creating identity, packaging, and production for national trade publication, pharmacies, restaurants, events, international manufacturers and image consultants. Each unique experience allowed me to learn how to communicate and develop creative and interesting products for a wide range of clients.