

Cat Kidman



Digital Media Designer

Digital Media Designer specializing in four years of agency experience in web design, digital marketing, and graphic design. This experience is supported by over eight years of expertise in Adobe software, videography, photography, complemented by a foundation in marketing strategy.

Contact

- 📍 Georgetown, Kentucky
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Skills

- Adobe Creative Suite
 - Illustrator
 - InDesign
 - Lightroom
 - Premier Pro
 - Photoshop
- Canva
- DNS Configuration, Domain Management
- Duda Website Platform
- Photography & Videography
- WordPress

Experience

- **Web Designer – Creekmore Marketing | March 2023 – Present**
 - Built and published more than 60 websites during a three year period.
 - Exceeded \$200K+ in client revenue through website designs, updates, and strategic upsell opportunities.
 - Successfully launched large-scale websites (50–200 pages) featuring e-commerce, blog content, lead generation, and custom content creation.
 - Balanced an average workload of 10–12 website projects while expediting website updates for ongoing clients, SEO-driven content, and staying up-to-date with industry trends.
- **AAF Lexington – Communications Chair | March 2026 – August 2026**
 - Collaborated with a board to plan and execute events that connect the advertising community.
 - Designed and published between one to two social media posts per week to spark engagement and outreach.
- **Graphic Design Intern – TOPS Lexington | August 2021 – December 2021**
 - Designed approximately 20 unique feature frames for website engagement.
 - Participated in developing upcoming print and digital publications.
- **Graphic Design Intern – UK Crisis Management | January 2021 – May 2021**
 - Partnered with University of Kentucky's PR and Social Media team to design social stories and digital content supporting COVID-19 vaccine rollout and public health communication efforts.

Awards & Recognitions

- 2023 American Advertising Awards (Lexington) – Student Gold ADDY Recipient
- 2022 National Student Advertising Competition – Finalist
- 2021 University of Kentucky Inaugural Annual Art Display – Winner