

Cat Kidman



Digital Media Designer

Digital Media Designer specializing in 4 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 – Creekmere Marketing | March 2023 – Present**
 - Built and published more than 60 websites during a 3-year period.
 - Exceeded \$200K+ in client revenue through website designs, updates, and strategic upsell opportunities.
 - Successfully launched large-scale websites (50–100 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 – Present**
 - Collaborated with a board to plan and execute events that connect the advertising community.
 - Designed and published 1–2 social media posts per week to spark engagement and outreach.
- **Graphic Design Intern – TOPS Lexington | Aug 2021 – Dec 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 UK'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 Silver ADDY Recipient
- 2022 National Student Advertising Competition – Finalist
- 2021 University of Kentucky Inaugural Annual Art Display – Winner