



# CHRISTY GOTCHER

## GRAPHIC DESIGNER

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I'm an experienced creative professional specializing in the development and execution of innovative solutions for companies, through various marketing channels. My focus is on driving growth and engagement using thoughtful and effective campaign strategies.

My core competencies are managing projects through to meet deadlines, while providing top-quality deliverables in both print and digital media.

### Adobe Creative Suite

Photoshop, Illustrator, InDesign, Acrobat, LightRoom, After Effects

### Email Marketing / Database

Campaigner, Zoho CRM

### Microsoft Suite

Word, Excel, PowerPoint, Outlook OneNote, Teams

### Video / Media Production

Camtasia, Canva

### Website Builders

WIX, WordPress

### Other

ChatGPT, Skype, Slack, Zoom

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### Education

Scottsdale Community College  
Psychology Major / 2000 - 2002

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### Skills

Brand Kits  
Digital Media  
Video Editing  
Print Collateral  
Email Campaigns  
Blog Content Writing  
Social Media Content/Graphics  
Website Design & Development

### EXPERIENCE

#### **Creative Director / Owner** ChristyLynn Design 10/08 - Present

Manage all aspects of running the daily operations of a small business that provides on-brand graphic design and marketing services for small to mid sized B2B customers.

Produce and oversee online design collateral / services including; website development and maintenance, implementation of SEO keyword strategies and analytics, social media post content writing and scheduling, video editing and email campaign management - all with proven results in promoting brand awareness, while driving growth and engagement.

Create and produce all types of physical marketing pieces from brochures to full-scale tradeshow booth graphics, utilizing my 15+ years of experience in layout design and visual communication skills. Coordinate directly with local and online print shops to provide the highest quality output to meet or exceed my clients' desired outcomes.

#### **Graphic Design Project Manager** Global Fulfillment Services 9/04 - 10/08

Collaborate with marketing team on development of physical and digital rebate materials, including postcard mailers, forms and other documents. My responsibilities included layout design and production of all campaign materials, ensuring on-brand and effective messaging per clients' objectives.

#### **Graphic Designer** Arizona Science Center 5/98 - 9/04

Generate, prepare and install vinyl lettering and imagery for wayfinding signage and exhibit graphics throughout the center. Create informational vector illustrations used in educational exhibits for both small and large-scale applications. Design and install signs and posters promoting daily events.