



CONTACT ME

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EDUCATION

May 2022
Graphic Design and Digital Media
SUNY Cortland

PRO.SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom

SOCIAL MEDIA

F : Mountains Edge Photography
I : mountains_edge_photography

AWARDS

Fall 2018 - Present
Presidents List
SUNY Cortland

June 2024
Womens Known Pro Archery Champion
Archerys Shooters Association

2014 - Present
National Award Winning Dog Trainer
North American Versatile Dog Hunting Association

INTEREST



KATELYN BORDWELL

GRAPHIC DESIGNER

WORK EXPERIENCE

Freelance Beverage Label Designer

Local 315 Brewing Company | 3160 Warners Rd, Warners, NY 13164
December 2019 - 2022

- Development and design of over 20 individual beer label designs
- Consistent client collaboration and communication
- Original concepts as well as client inspired ideas into refined published beer labels
- Several labels featured metallic aspects which require a higher degree of preparation and additional formatting to ensure quality when printed

Founder, Owner, and Lead Designer and Photographer

Mountains Edge Media | 7205 US Rt 11 Tully, NY 13159
April 2019 - Present

- Well versed in the freelance environment
- Portrait, family, pet, wildlife, still life, product and landscape photographer
- Proficient in the practice of photo editing and modification using industry leading softwares, Adobe Lightroom and Photoshop
- Marketing services included targeted advertisement designs for both printed resources and web based platforms
- Experienced in the creation of customized logo designs
- Social media manager proficient with Instagram, Twitter, TikTok, and Facebook

Marketing Manager

Hamilton Building Services | 1115 NY-222, Cortland, NY 13045
January 2024 - Present

- Develop and execute comprehensive marketing strategies to drive brand awareness and lead generation
- Manage digital and traditional marketing campaigns, including social media, email marketing, and print advertising
- Oversee content creation for promotional materials, website updates, and social media channels

Media Manager

Mountains Fury Kennel | 7205 US Rt. 11 Tully, NY 13159
June 2015 - Present

- Director of social media on the platforms Instagram and Facebook
- Public relations manager through email and social media platforms
- Designer for print and web advertisements
- Website creation and upkeep
- Lead photographer and content creator for website and social media platforms
- Original logo designer