



THE LADY BEHIND THE GLYPH



KATHRYN BAJLOVIĆ
formally known as Kathryn Anderson



CONCEPTUAL



STRATEGIC



DATA-DRIVEN



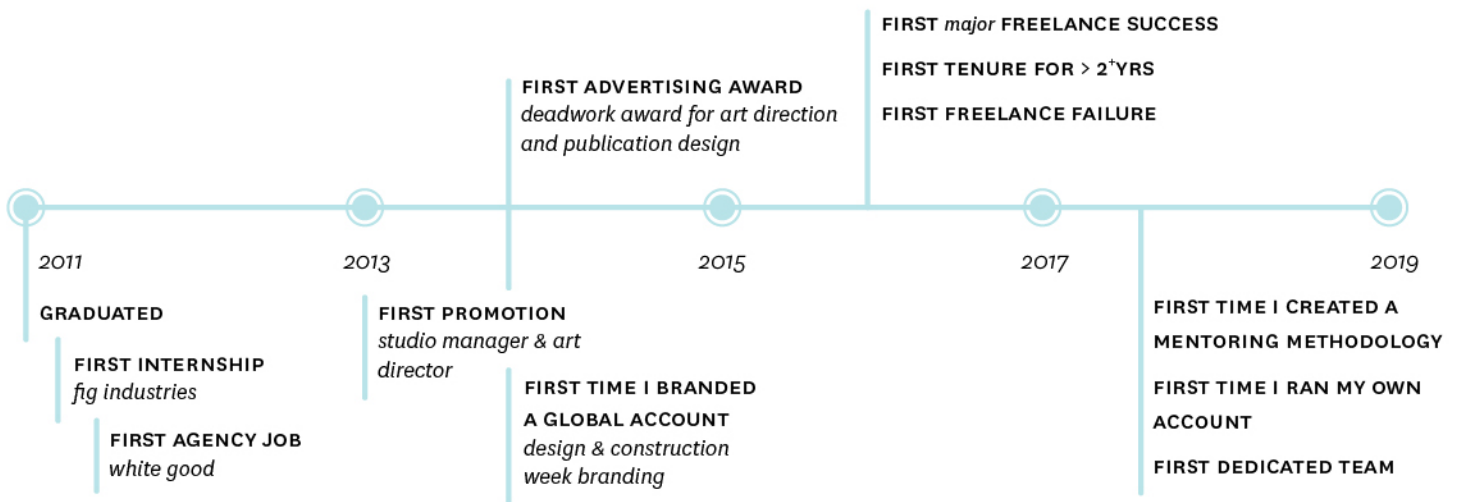
PEOPLE-FOCUSED



LEADER



COLLABORATOR



“I’m a fresh design perspective balanced with strategy and dedicated to well-crafted storytelling. Informed by data but made to make people feel something.”

Godfrey Advertising

Creative Director | 2018 - current

Currently building a team of three direct reports for a core creative team to grow a new account, and maintain two accounts in the top ten. Serving as the creative lead and responsible for the success of the campaign work and other marketing support.

Associate Creative Director | 2016 - 2018

Led execution and creative strategy on four of the top ten accounts while also growing new business and pro-actively improving relationships with long-standing accounts. Directed writers, designers, developers and subject matter experts to create marketing solutions to exceed client objectives and KPIs. Worked closely with executive creative directors, account planners, and account managers to provide integrated plans and served as an extension of our client's marketing team. Championed creative platforms from concept to execution as well as optimized with analytics real-time dashboard data. Alongside of my role as ACD, I mentored and honed the skills of senior designers.

Art Director | 2014 - 2016

Oversaw creative execution and worked closely with creative directors to provide guidance to copywriters and designers. Filled the gap with developers and provided UX and front end design direction for all digital projects on assigned accounts. Managed projects and internal process to ensure deadlines were met and execution of creative was consistent with existing branding. Created timelines, estimates and milestones for projects and pulled together teams for execution.

HairDirect

Front-end Designer | 2013 - 2014

Worked closely with all departments to support all marketing efforts, internal communications and ecommerce initiatives. Branded new product lines with product development teams, designed and oversaw new sets for video blogging efforts, and effectively pitched content marketing as a driving force in HairDirect brand positioning.

White Good Advertising

Art Director/Studio Manager | 2011 - 2013

Led a team of three in support of all PR and Account Service marketing efforts. Focused in the luxury home furnishing and building products industries, most marketing deliverables were experiential or branding focused. Managed and refined workflows, set standards and created presentations to maximize productivity and efficiency in a small, agile department. Led all branding efforts and re-imagined the way White Good sold branding to companies and how it was pitched. Pushed clients to engage audiences with responsive digital experiences when the trend became a digital standard.

Kate Ampersand

www.kateampersand.com

Founder | 2010 - current

Freelance business focused on strategy and branding for small startups. Illustrated line of paper goods, and custom event invitations and hand lettering.

Accolades

MarketingProfs Bright Bulb B2B 2015, Finalist for *Large Agency B2B Campaign of the Year*

1 of 4 Panel participants for *DevBootCamp Women in Tech 2015 NY, NY*

AIGA member, mentor and volunteer

Illustration commissions in *Harrisburg Magazine, SYN Fashion Magazine*

Featured on *AIGA Feature Friday, Girls Hack the World, Lately Blog* and *Pumps and Sneaks* blog

“*The Best Stand Design*” among international companies; *PAP-FOR Russia 2014*

Philly 4As Dead Work Award 2013

Education

BA in Graphic and Interactive Design

Millersville University 2007 - 2011

Other cool stuff I like:



EMBROIDERY



ILLUSTRATION



RUNNING



TRAVELLING
THE WORLD



LEARNING
LANGUAGES



FELINE
ENTHUSIAST

Hello there,

I hope in the coming weeks we have a chance to speak in person, but in case we don't, I want to ensure you get a good idea of who I am and my creative philosophy entails.

From day one I have been scrappy, entrepreneurial and strategic before I used those words to describe myself. My first position at White Good, didn't exist when I applied. I convinced leadership at that agency to find a position for me and that is where I learned the art of selling myself, my work, and the agency I represents potential.

I then dove head first into e-commerce with a manufacturer of a product I had never used, in an industry I didn't know. There, I learned the ins and outs of in-house marketing, logistics of product distribution and inventory, as well as honing my skills in front-end design and development. Throughout that experience I learned how to tell a different story and market direct to consumers.

I continued my work as an art director and then finally as an associate creative director back in the agency world. I push writers to explain complex B2B jargon in words that make people feel something, I inspire designers and developers to create work that doesn't just satisfy the list of tactics, but pushes the envelope for the industry and sets the client apart from their competitors. I work along side of account planners, analytics directors, and information architects to put the customer first and make sure we speak their language.

Everywhere I've worked, I've pushed people. Pushed them to do better work, push for better communication and collaboration, as well as push myself. From creating my first position to adapting into positions I had no prior experience in, I have propelled my career forward in pursuing a path of creative and strategic leadership.

I am a pusher. I am a design-thinker with a knack for finding and connecting the dots. I am a nurturer of talent and communicator that adapts to team dynamics to enable people to reach their full potential. I believe in the work of my team and believe a good leader shares in that work. I am not afraid to design, to wireframe, to direct when it's needed. I am a creative director, that thinks, that collaborates and that designs alongside of my team to provide the best creative messaging we can, to tell the right story to the right people.

Thank you for your time and looking forward to speaking with you.

Sincerely,
Kate (Anderson) Bajlovic