

Katelyn Fitch

Web Development, Web Design, Graphic Design and Marketing
(780) 239-8609 fitch.katelyn91@gmail.com www.katelynf.com

Profile: Highly motivated web designer and marketer, with excellent organizational, analytical and communication skills.

Technology Skills:

HTML, CSS, JavaScript, JQuery
PHP/MySQL, CMS: WordPress, Joomla, Rapid Manager, Shopify
SEO, SEM, Google Ads, Google Analytics
Git, GitHub, BitBucket
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe XD
Canon T3i DSLR Camera, GoPro Hero 9

Work Experience:

Flexcim Manufacturing Services Inc.

July 2021 – Current
(Contract)

Web Designer

- Complete website overhaul using WordPress custom theme
- Create new eCommerce Platform using Shopify
- Updating Social Media (Facebook & LinkedIn)
- Graphic Design using Adobe Creative Cloud
- Search Engine Optimization(SEO) and Search Engine Marketing (SEM)

The Running Room

June 2019 – October 2020
(Temporary)

Creative Designer

- Set up Races using the Running Room Race using the Running Room website.
- Design websites using HTML and CSS
- Update existing websites using CMS
- Graphic Design using Adobe Creative Cloud (Photoshop, Illustrator, and InDesign)

PermaCorp Group of Companies

January – November 2018

Web Designer

- Improve and maintain existing websites using HTML, CSS, JQuery, and PHP
- Build new websites that has engaging UX that is mobile friendly
- SEO using Google Search Console and Google Analytics
- DSLR photography for websites

- Graphic Design using Adobe Creative Cloud (Photoshop, Illustrator, and InDesign)

WSI Edmonton

June – October 2017

Digital and Social Media Content Marketing Coordinator

- Create content plans for client blogs & websites
- Edit and post blogs on to client websites
- Keyword research using Google AdWords Keyword Tool
- Create and post social media posts for clients (Facebook, Twitter, LinkedIn, and Google+)

Sears Canada - Customer Relationship Associate

March - August 2015

- Assist customers and manage cash transactions
- Health and Safety team leader

Education:

NAIT – Digital Media & IT Diploma

2017

Web Development and Design

University of Alberta - Bachelor of Arts Degree

2014

Major: Film Studies, Minor: History

Grant MacEwan – School of Continuing Education

May 2021

Digital Marketing 101

Volunteer Experience:

Canadian Red Cross Health Equipment Loan Program (HELP)

2015 - 2017

- Provide loans and accept returns of health equipment
- Input data into computer

Alpha Gamma Delta Women's Fraternity

2009 - 2013

Vice President Operations, and Risk Management Coordinator

- Take minutes and ensure proper distribution of chapter meetings
- Assess risks associated with external events and ensure appropriate mitigation measures are implemented