



CATHERINE L MCDERMOTT

MARKETING
DESIGN
EVENTS

CONTACT

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1601 Broadway 531,
San Diego, CA

SKILLS

Photoshop, Illustrator,
InDesign, HTML5, CSS,
Microsoft Office Suite,
Brand Strategy, Sales &
Marketing Management,
CRM. Event Coordination
& Production, Verbal &
Written Communication,
Graphic Design, Print
Layout, Content Writing

EDUCATION

Arizona State University
Graphic Information
Technology BS,
Web Design &
Development, 2020

Arizona State University
Communication BS, 2019

Detail oriented, highly motivated, dedicated professional, adept in marketing, graphic design and event curating. Excellent verbal and written communication skills, with strong interpersonal skills. Proven leader with the ability to motivate teams and encourage peak performances.

EXPERIENCE

Hunter & Maddox Real Estate Inc. | Marketing Director

Marketing and design concierge for brokerage and 20 agents. Designed and implemented new brand strategy. Manage and maintain websites for all agents within brokerage. Recruited/on-boarded 3 top San Diego agents within 3 months. Increased brokerage sales by 8% within 3 months.

Avenue5 Residential | Lifestyle Director, Marketing Manager

Vive on the Park - 95% leased (302 units) within 12 months. Maintained 4.8 star rating across all on-line review platforms. Consistently received 100% on all marketing audits; both properties in my portfolio were in the top 3, company wide. Vive on the Park nominated for San Diego County Apartments Association Mark of Excellence, Property of the Year (2018). Created original marketing collateral and digital content: media, fliers, brochures, banners, direct mailers, signage. Designed concierge program; built resident concierge website. Curated grand opening event for owners, Sunroad Enterprise, 450 guests, including city mayor and congressman. Coordinated 1st Kearny Mesa Farmers' Market.

1904 Kollektiv | Co-Founder, Creative Director

House & Techno event production and promotions for the local underground music scene. Brand development and strategy. In 2019, we booked 32 local and international artist, collaborated with 13 production crews, and hosted events in 8 venues, from San Diego to Los Angeles. Featured in San Diego Voyager Magazine

Additional Marketing, Design & Event Clients

Lowell Farms, Hollywood Tans, Althof & Associates, MG Properties, Ver Mushroom, Cymatic Waves

AWARDS

SD County Apt. Assoc. Mark of Excellence
Leasing Consultant of the Year - 3rd Place (2017)

Journalism Education Assoc. National Write-off Contest
Superior - 1st Place (2009)

San Diego County Fair Best of Show
Layout Design - 3rd Place (2010)

National Scholastic Press Assoc. Feature Story of the Year
1st Place (2010)

National Scholastic Press Assoc. Best of Show Editor-in-Chief - 5th Place (2010)