

# Catherine Polk

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## Career Summary

Driven and innovative creative leader with a deep understanding of the digital landscape, excelling in graphic design, web design and development, brand development, and digital marketing. Proven success in managing marketing-communications teams, creating impactful online strategies, and navigating the ever-changing digital environment to align projects with branding and accessibility standards. Experienced in effectively planning and managing budgets to maintain cost-effectiveness. Career path spanning marketing and IT has cultivated a diverse, adaptable skill set, capable of transitioning between disciplines. Entrepreneurial background includes founding and running a marketing consultancy. Recognized for leadership, innovation, and significant contributions throughout a versatile career that combines creative vision with technical know-how.

## Experience

### ***Under contracts to NOAA/NOS/NCCOS:***

MARCH 2025 - PRESENT, **Cherokee Federal** – *Web Programmer*

SEPTEMBER 2019 - MARCH 2025, **Spatial Front, Inc.** – *Graphic & Web Designer*

MAY 2014 - SEPTEMBER 2019, **ActioNet** – *Graphic & Web Designer*

- Design, build, and maintain a wide range of NCCOS-related web applications, mostly Wordpress and some .Net applications
- Collaborate closely with communications and science teams to ensure proper online exposure of research
- Train and provide technical support to Wordpress users / content contributors
- Adhere to NOAA's branding, user experience, and accessibility guidelines in all projects
- Enhance public awareness and understanding of NCCOS's scientific work through effective online exposure
- Actively contribute to branding initiatives and graphic design projects in partnership with the NCCOS communications team

APRIL 2013 - SEPTEMBER 2019

**Figvine Creative, LLC.** – *Owner*

- Founded freelance marketing and creative consultancy
- Supported clients with marketing-communications collateral development

- Services offered: Graphic and web design, digital marketing, social media, PR

FEBRUARY 1997 - APRIL 2013

### **KMC Musicorp, Division of Fender** – *Director of Marketing*

- Progressed through various positions, including: Graphic Designer, Production Coordinator, Production Supervisor, Marketing Manager, Director of Marketing
- Oversaw an eight-member team of creative professionals
- Managed a comprehensive range of marketing-communications responsibilities, including: Print/digital collateral development; Website design and management; Public relations; Social media strategy; Advertising and media planning; Trade show coordination; Sales training

JUNE 1995 - JANUARY 1997

### **Mills Printing; Hutto Printing** – *Graphic Designer*

- Performed daily design and pre-press work using high quality 4-color scanner
- Worked with clients on concept development, paper and ink selection, and layout design in line with company brand, logo, and desired content

## Education

1991 - 1995

### **Birmingham-Southern College, Birmingham, AL** – *BFA in Graphic Design*

## Skills Summary

- Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), MS Office Suite (Excel, Word, PowerPoint), Visual Studio, SourceTree, Filezilla, Google Analytics
- Website Development: HTML / CSS, Wordpress, Elementor Pro, Multiple plugins
- Email Marketing: Gov Delivery, MailChimp, Constant Contact, Campaign Monitor
- Technologies and protocols: Microsoft Azure Cloud, ScrumMaster
- Soft Skills: Strong verbal & written communication

## Awards / Affiliations

- National Ocean Service “Employee of the Year” 2021
- Certified SCRUM Master through Scrum Alliance Organization – August 2018
- Fender “Innovation” President’s Award in 2012
- Featured in Music & Sound Retailer Magazine’s Formidable Females column Nov. 2010