



CATHERINE W. HALL

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Portfolio: catherinewalkerhall.com

Profile

Creative, performance driven Marketing Coordinator. Experienced in social media campaigns, marketing materials design, & event coordination & promotion. I am an effective communicator with a professional attitude. Proven leader with well-developed teamwork abilities and excellent time management skills.

Skills

- Adobe Creative Cloud Applications
- Graphic Design
- Social Media Management
- SEO
- Statistical Reporting/Google Analytics
- HTML5, CSS3, Bootstrap
- WordPress/Squarespace (CMS)/Canva
- Customer Service/Call Center
- Maintenance/Contributor Knowledge Bases
- Technical Support
- Customer/Client Relations
- Microsoft Office Suite Administration

JANUARY 2019 – PRESENT

MARKETING & DEVELOPMENT COORDINATOR - Community Health Care

- Planned social media campaigns & created all content
- Tracked metrics for all social media sites & drove improvement efforts
- Graphic & multimedia project design
- Designed & created marketing materials
- Maintained company website
- Created & edited content for all blogs & donor newsletters
- Participated in community outreach initiatives
- Event planning

SEPTEMBER 2016 – APRIL 2018

WORK STUDY PROGRAMS & CONTRACT WORK - Bates Technical College

LMS (Canvas) Specialist

- Provided technical & practical system support for faculty & students
- Designed & prepared instruction presentations for new LMS system functionalities
- Maintained e-Learning departmental web pages
- Created & coded new content for e-Learning departmental web pages

Academic Tutor

Library Assistant

MARCH 1998 – FEBRUARY 2015

TECHNICAL ACCOUNT MANAGER - NCR Corp.

- Post-sales application account support for large bank customers
- Developed & maintained Support Delivery Plans
- Managed the delivery & follow-up of proactive support
- Drove corrective actions to improve platform stability
- Provided specification documentation, statistical analysis, analytics, & reports
- Integral in all phases of development cycle, testing, & implementation, representing the customer & their specifications
- Served as the customer advocate within NCR & drove customer-centric product & process improvement

Experience

JUNE 2015 – MARCH 2017

AAST WEB, DIGITAL/MULTIMEDIA, INFORMATION RESOURCES DESIGN - BATES TECHNICAL COLLEGE

- GPA 4.0
- PHI THETA KAPPA (National Honor Society)

Education