

# Karri Owens

Portfolio [KarriOwensDesigns.com](http://KarriOwensDesigns.com) | (509) 628-6904 | [owenskarri@gmail.com](mailto:owenskarri@gmail.com)

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Strategic thinking marketing/design professional with strong interpersonal skills and extensive design experience desires to advance an organization's success in a marketing and design role.

## AREAS OF EMPHASIS

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### Strategic Direction

Energetically leading teams towards alternative scenarios and better decisions by constantly absorbing and analyzing information.

### Marketing Content Creation

Composing rich and relevant content (text, imagery, photography, and video) that engages, educates, and delights targeted audiences – managing design and marketing projects from conceptualization to delivery.

### Website Design

Design or manage professional websites representing your brand and what types of products or services you offer. I can easily implement or manage marketing automation such as social media, email marketing, forms, e-commerce, and lead capture into your website.

## TECHNICAL SKILLS

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- Adobe Creative Suite: Illustrator, InDesign, Photoshop
- Website: CMS Platforms (WIX, WordPress, GoDaddy, Squarespace, Formstack, 123Formbuilder), Google Analytics, HTML, CSS, knowledge of javascript and UI/UX best practices
- Video Editing: Camtasia, Adobe Premiere Pro
- HubSpot CRM
- Social Media Platforms: Hootsuite, Buffer
- Office Software: Microsoft Office, G-Suite, Grammarly
- Email Marketing: Ascend, Mailchimp, Naked Lime
- Proficient in Mac and Windows Operating Systems

## PROFESSIONAL EXPERIENCE

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### MARKETING GRAPHIC DESIGN SPECIALIST

#### Karri Owens Designs – Chandler, AZ (06/2015 to present)

- Developed complete brands for organizations across diverse industries.
- Designed and managed websites, providing organic SEO, Google Analytics, blogging, and updates.
- Managed annual marketing budgets, website, and social media for the American Buckskin Registry Association.
- Implemented and manage email marketing campaigns.
- Designed digital and print graphics across diverse industries, including proposals in PowerPoint and InDesign.
- Created designs for company apparel, packaging, and swag products.

#### SELECTED ACHIEVEMENTS:

- Designed and manage responsive websites for organizations that feature online forms with secure payment gateways, SEO, blog content, email marketing, and Google Analytics. These websites have contributed to the growth of organizations by 20%.
- Partnered with an emerging clean energy company to design a technical and confidential proposal to raise \$25MM.

Continued...

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## PROFESSIONAL EXPERIENCE (CONTINUED)

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### MARKETING COORDINATOR

**Autobahn Automotive Group** — (Porsche Chandler, Audi Gilbert, Subaru Superstores, Volvo Cars Gilbert & Autobahn Collision) — **Chandler, AZ (05/2018 to 05/2020)**

- Managed the automotive group's ongoing event marketing activities, budgets, and deadlines.
- Facilitated cross-functional collaboration with teams across multiple auto dealerships.
- Collaborated with graphic designer on digital creatives and multiple Point of Purchase materials.
- Redesigned HR employment forms into interactive PDFs and assisted with HR recruiting efforts.

#### SELECTED ACHIEVEMENTS:

- Developed a new event marketing plan across the automotive group, increasing sales, achieving brand compliance, and expanding community support.
- Partnered with vendors, team members, sponsors, clubs, and community organizations, which produced over \$750K in sales and over \$250K to community non-profits through dealership marketing events.
- Managed and executed the grand opening for Audi Gilbert for 350 people, which successfully engaged the community, including the Mayor of Gilbert, AZ.
- Spearheaded new HR department interactive PDF forms, online company recruiting pages and company mission statement.

### NATIONAL SALES ASSISTANT

**Tessengerlo Kerley** — **Kennewick, WA (09/1999 to 04/2017)**

- Developed customized sales reporting and proposals for sales managers.
- Managed projects, coordinated national sales managers' travel and meetings across the U.S.
- Partnered with team members in B2B sales to ensure proper product stewardship and increase customer loyalty.

#### SELECTED ACHIEVEMENTS:

- Partnered with the PNW Sales Manager to achieve the #1 sales ranking in NovaSource Crop Protection Unit.
- Contributed to increased sales from \$4M to \$33.5M across tenure.
- Demonstrated high proficiency when administered a 40% work volume increase over a one-year period due to the introduction and implementation of a new business unit.

## EDUCATION

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### B.A. Visual Communication

Summa Cum Laude  
Eastern Washington University, Cheney, WA

### B.A. Marketing (Apparel, Merchandising & Textiles) Minor in Business Administration

Washington State University, Pullman, WA

## PROFESSIONAL DEVELOPMENT

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### Website Design & Programming

Columbia Basin College, Pasco, WA

### Inbound Marketing Methodology Certificate

HubSpot Academy

### Digital Marketing Nanodegree Certificate

Udacity