

Kat Moyer

Graphic Designer + Copywriter + Event Coordinator

mobile: 484.547.3568 | email: katmoyer@gmail.com | [linkedin.com/in/katmoyer](https://www.linkedin.com/in/katmoyer) | portfolio: katmoyer.com

Related Experience

Freelance Graphic Designer + Copywriter

Kat Moyer Media + Design | Coopersburg, PA | 2007 – Present

Working with small business owners, nonprofits, and in-house marketing teams on design projects and content creation, for print and online, in accordance with their production schedule and budget.

Key Highlights

- Oversaw the rebranding of Granny McCarthy's Tea Room to profitable \$1MM McCarthy's Red Stag Pub and Whiskey Bar. Created event promotional materials on a monthly basis. Led materials branding initiatives for McCarthy's Whiskey Clan Membership program, including a 62-page whiskey-tasting guide and journal
- Branded and created all promotional and functional event coordination materials for the Board of Director's annual large fundraiser for Southern Lehigh Public Library as event chair. "Read Between The Wines: Wine Tasting + Silent Auction" generated \$14K+ for SLPL's operating budget in 2022
- Revamped designs for event promotional and informational materials, and proofread and fact-checked event program content for the Downtown Bethlehem Association's 2013 Harvest Festival; all project materials were completed under budget and on a tight two-week deadline
- Design and content also created for: Greater Easton Development Partnership (Highmark Rewards Program), Donegal Square, Fair Districts PA, Molly's Irish Grille & Sports Pub, Janice Martin Couture, Kevin Branco for State Rep, LV NORML, Carolyn Latanision: NWS Artist, Rosedale Growers, Nirvana Bleu Salon and Spa, Reading Public Museum, Keeshond Sunshine Rescue Foundation

Marketing + Events Assistant

Celtic Cultural Alliance (CCA)/Celtic Classic Highland Games & Festival | Bethlehem, PA | 2004 – 2007

Responsible for developing creative editorial, visual, and interactive educational content in collaboration with the CCA staff, committee members, and the professional creatives and sponsors associated with the CCA community. Served as public-facing event production assistant providing operations, sponsor, and on-site point-of-contact support for all Festival office needs.

Key Highlights

- Partnered with an outsourced graphic designer to create and develop "Celtic Quest - A Passport to the Seven Celtic Nations". Conducted all research and authored age-appropriate educational content for the project. "Celtic Quest" generated a \$15K sponsorship from Keystone National Bank and Trust
- Partnered with Trifecta Technologies Creative Director to project-manage the 20th Anniversary Celtic Classic website in 2007. Led decisions on UX design, edited photography, and drafted all editorial and promotional content used on the site, while observing and enforcing CCA and Festival sponsors branding guidelines and in accordance with their messaging
- Instigated the first use of social media for both the CCA and the Celtic Classic Festival. Increased engagement with the CCA by 5% and attracted over 10K new Facebook group members through organic reach strategies in 2010-2011

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Leadership and Volunteer Experience

Judge of Elections, Coopersburg Borough | Coopersburg, PA | 2022 – Present

- Elected in November 2021

Godfrey Daniels Listening Room | Bethlehem, PA | 2022 – Present

- Event Coordinator for live music shows, assisting with eNewsletter and other marketing needs

Southern Lehigh Public Library (SLPL) | Center Valley, PA | 2017 – Present

- Board of Directors. Vice-President, 2022-Present
- Fundraising Committee Chair for “Read Between the Wines: Wine Tasting and Silent Auction” an annual event since 2019. The event raised \$14K+ for the library’s 2022 operating budget
- Created “Rise to the Challenge” fundraising campaign to solicit business donations for the library
- Organized benefit concert with Craig Thatcher and Nyke Van Wick. Concert raised \$1K for the library

Little Free Libraries of Coopersburg | Coopersburg, PA | 2016 – Present

- Conduct an annual “Trick-or-Treat, Take-a-Book” night. Collect book donations throughout the year to give away 300+ books to children each “Trick-or-Treat” night since 2016

Pennsylvania Shakespeare Festival at DeSales University | Center Valley, PA | 1991 – 2019

- Volunteer Guild Board Member | 2015 – 2019
- Guild Festival Volunteer | since 1991 • Received 25-Year Volunteer Badge in 2016

Swing Dance Organizer | Philadelphia, PA | 2002 – 2008

- Organized weekly and annual dance events in Philadelphia with local groups. Booked venues and coordinated production needs. Designed promotional materials and handled marketing

Education

Bachelor of Fine Arts – Graphic Design

- Moravian College – Bethlehem, PA | 2008 – 2010

Bachelor of Arts – English/Professional Writing, minor in Anthropology

- Kutztown University – Kutztown, PA | 2001 – 2005
- Internships: Reading Public Museum, Celtic Cultural Alliance | 2005

Additional Skills

Technical: Adobe Suite (InDesign, Illustrator, Photoshop), Word Processing and Spreadsheet software (Microsoft Word, Excel and Google Docs, Sheets), Design and Editorial Support for Electronic and Online Communications. Squarespace, Mailchimp, Google Drive, Asana, Slack

Graphic Design: Editorial, Promotional, and Web Design. Visual Artist. Digital Photography. Photo Editing. Project Management. Prepare comps for review. Request quotes and prepare files for professional printing. Organize, schedule, and art direct photo shoots

Copywriting: Editorial Content, Advertising Copy, and Direct Mail Design and Copy for print and online vehicles in accordance with messaging. Social Media Content Strategist and Writer. Conduct Research and Interviews in support of projects. Proofread and finalize copy and materials for publication