

KARA EGANHOUSE

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BITCHIN' SAUCE, San Diego, California

Events & Fundraising Champion | October 2020 to present

- Art directed and designed all event collateral, including invitations, emails and promotional material
- Copywrote and designed Bitchin' Givin' quarterly newsletter
- Efficiently coordinated events involving multiple vendors from concept through execution
- Led and motivated teams through annual peer-to-peer fundraisers
- Negotiated contracts with vendors, prepared budgets, kept records of event and fundraising results and participant involvement
- Recruited community partners for auction items and in-kind donations
- Designed event collateral for Naturally San Diego network events

FREELANCE DESIGNER, San Diego, California

August 2015 to present

- Developed and created branding and accompanying materials for a variety of business to consumer clients
- Projects included websites, logos, publications, annual reports, vehicle wraps, company letterhead and business cards

SAN DIEGO ZOO GLOBAL, San Diego, California

Senior Graphic Designer | November 2010 to August 2015

- Art directed and designed fundraising material for the Development and Membership Departments including brochure packages for yearly appeals raising millions of dollars for new exhibits
- Designed newsletters, advertisements, invitations, signage, environmental graphics, and annual year-in-review books
- Designed new membership cards and suite of membership materials
- Hired and art directed freelance illustrators and designers
- Photographed donor events
- Built Creative Workflow Management Process and trained employees resulting in improved communication, efficiency and accuracy
- Selected to head the Professional Development Committee, interviewed and hired speakers and planned staff incentive events

LM&O ADVERTISING, Arlington, Virginia

Graphic Designer | September 2008 to July 2010

- Designed collateral and communicated with clients
- Projects included brochures, newspaper and magazine advertisements, event programs, logos, posters, trade show displays, web banners, website updates, email blasts, and new business proposals

THINKFUN INC., Alexandria, Virginia

Graphic & Package Designer | July 2007 to September 2008

- Designed new toy packaging and accompanying materials, developed creative components for sales and marketing, designed internal research and testing website, took projects from concept through delivery including pricing and negotiating with printers

REDPEG MARKETING, Alexandria, Virginia

Graphic Designer | May 2006 to June 2007

- Designed brand-building creative elements for national and global marketing campaigns

Creative professional with over 15 years of experience in graphic design and art direction, dedicated to infusing unique and innovative perspectives into creative projects. Skilled in crafting brand voices that connect with diverse audiences, driving brand growth and success.

KEY SKILLS AND COMPETENCIES

- Art direction
- Brand strategy
- Design concept to execution
- Typography and layout
- Develop and implement processes
- Foster vendor and client relationships
- Print project management
- Manage budgets
- Lead event teams

SOFTWARE KNOWLEDGE

Expert in Adobe CC:

- Illustrator
- Photoshop
- InDesign
- Lightroom

Knowledgeable in:

- Premiere
- After Effects
- Figma

Technical Skills:

- Google Workspace
- Asana
- Wordpress
- Mailchimp

BRANDS I'VE WORKED WITH

- Steve Furgal's International Tennis Tours
- On Location
- Feeding San Diego
- Anheuser-Busch
- Washington Metropolitan Area Transportation Authority
- GEICO
- National Guard
- Jockey
- SoBe Beverages
- Chase Bank

EDUCATION

James Madison University
Bachelor of Fine Arts in Graphic Design
Cum Laude, May 2005