

# Kaitlyn Thomas

Denver, CO

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## Web & Graphic Designer

**Brand Guidelines**  
**Print & Packaging Design**  
**Email Templates**

**Digital Advertising**  
**Social Media Content**  
**Creative Problem-Solving**

**Degrees:** **BS, Design & Merchandising**, Colorado State University  
**Professional Certificate, Digital Marketing**, Shaw Academy

**Industries:** Consumer Goods, Retail, Digital Marketing, E-Commerce

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### TECHNOLOGIES

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Adobe Creative Suite  
Marketing Automation  
Wordpress

MS Office  
HTML / CSS  
Shopify / Liquid

Google Analytics  
Video Editing Software  
DSLR Photography

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### WORK HISTORY

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**E-Commerce Marketing Manager**, Strut Shoes, *Denver, CO*

**(Dec. 2019 – Present)**

- Shaped visual identity and branding, managing website landing page, online product collections & merchandising, email, print, packaging and social media design
- Deployed social media content strategy and increased average conversion rate from 0.2% to 3.6% through creative content strategies and storytelling
- Optimized Shopify website with 6K products for SEO and better user experience, including building custom landing pages in Liquid code, and creating campaigns to track conversion
- Ideated, launched, and managed “Boutique in a Box” program to maintain overall brand awareness & shift sales into E-Commerce during Covid-19 crisis
- Designed campaigns for paid media and email marketing resulting in average ROAS of 4.8:1
- Improved email engagement and revenue from average of 11.6% with <1% conversion to average of 33.9% with 4.7% conversion

**Freelance Graphic & Web Designer**

**(May 2011 – Present)**

- Styled, photographed, edited, and published product photos, content, & marketing campaigns across social media, Wordpress, Shopify, Squarespace and other platforms
- Designed and developed complete brand identity & product photography for apparel startup Nuorikko: ecommerce website, marketing materials, and digital & printed media
- Managed video + photography direction & editing of 300+ individual campaigns for 35 clients
- Nationwide client list includes J.W. Marriott, Perch Vail, Denver Chamber of Commerce, Mary Kay, Denver Center Alliance, Your Castle Real Estate, & U.S. Army Corps of Engineers

**Creative Marketing Manager, MOBS Marketing, *Denver, CO***

**(Feb. 2018 – Jul. 2018)**

- Temporary contract position managing multiple simultaneous projects in branding, graphics, and creative briefs for national client list, including AAA, Pandora, and Mystic Mountain Distillery
- Managed the execution and content strategy of typography, icons, and visual content for digital, media, and print channels across 80 individual brands and partners
- Worked with clients to build and execute Web design based on wireframes / storyboards
- Created and presented pitch decks that helped secure over \$100k in new business in 6 months
- Managed Mile High Harley Davidson brand refresh, media strategy and placement, social media content, and launch strategy and analytics for campaign featuring local radio personality

**Senior Designer – Spyder, Global Brands Group, *Boulder, CO***

**(Jan. 2016 – Mar. 2017)**

- Team lead for 2 direct reports & 8 indirect partners in design and merchandising of Men's, Women's, and Kids assortments in excess of \$90M wholesale
- Rapidly developed a deep understanding of business objectives, strategies and opportunities, delivering a successful assortment on a development calendar shortened to 4mo from 12-16mo
- Managed creative assets for inventory database and product, including up-to-date graphics, product drawings, and technical photography for 800 individual SKUs per season
- Increased luxury outerwear sell-through 28% by strategically developing a partnership between 40th Anniversary Spyder Heritage campaign and U.S. Olympic Ski Team official uniforms

**Private Label Product Developer, The Sports Authority, *Denver, CO***

**(Mar. 2014 – Jan. 2016)**

- Applied brand and creative strategy to develop and promote products for 7 unique brands across \$100M private label business for Men's, Women's, and Children's apparel
- Oversaw & managed communications, specifications & individual development calendars for 30 different factories, suppliers, and partners each season
- Established \$280K in new business in 2015 by utilizing analytics and long-term results from national brands to develop private brand Slalom to fill whitespace in leisure snowsports
- Managed & leveraged department's seasonal sampling, travel, and raw materials budgets
- Traveled to 8-10 different markets throughout the U.S. and Canada each season to conduct qualitative and quantitative research across demographics and understand how each target market interpreted and connected with the brand, its competitors, and adapted to trends

**Visual Merchandising Manager, H&M, *Denver, CO***

**(Jul. 2012 – Mar. 2014)**

- Actively recruited to Flagship Store revitalization team to execute corporate vision
- Improved scores for store visuals from 67% to 96% - the highest in the U.S. - helping to reduce \$1M sales deficit by 50% in 6 months
- Maintained inventory for all displays & merchandising to maximize sell-through of key items
- Analyzed and distilled sales results to inform and execute store merchandising strategies
- Directed specialized teams & freelancers in support of corporate vision at 6 new store openings

**Founder & Creative Director, KaiT Design, *Fort Collins, CO***

**(Aug. 2007 – Jul. 2012)**

- Founded domestic apparel company focused on sustainable, local production
- Directed marketing & sales of 2 lines per year for ecommerce, trade shows and events
- Trained and managed 8-15 employees & contractors across marketing, sales & manufacturing
- Created and managed ecommerce website, inventory, and fulfillment
- Designed and developed branding strategy, website, and marketing materials

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## EDUCATION

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**B.S., Apparel Design & Merchandising**, Honors, Cum Laude, Colorado State University

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## ADDITIONAL EXPERIENCE

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➤ **Achievements**

**Nationally Recognized Entrepreneur**

*Best New Ethical Fashion Brand* (Denver Startup Week, 2018)

*Rising Star Winner* (Fashion Group International, 2011)

**Designed & Developed U.S. Olympic Ski Team Official Gear** (2018)

➤ **Volunteering**

**Art Director & Stylist**, Courageous Faces Foundation, Denver, CO (2017 – 2019)

- Style-outs and on-set direction for the “Faces of the Foundation” campaigns
- Communicated with, negotiated contracts for, and directed key partners for each photoshoot, including location, photographer, sets, MUA, model and pose instructors, and complete looks for special needs individuals

➤ **Unrelated Experience**

**Fashion & Lifestyle Blogger** (2019 – Present)

- Designed and developed website, branding, social media platforms, and complete content strategy for [studdedsidewalks.com](http://studdedsidewalks.com)
- Increased social media followers from 300 to 3000 in 2 months
- Styled and produced fashion & lifestyle photography for 2+ shoots / week
- Created weekly blogs and social media content across topics such as fashion and style, travel, self-care, relationships, art, and brand partnerships & reviews
- Negotiated affiliate partnerships with international brands, and leveraged analytics and strategic campaign metrics for 3-4 individual brands & campaigns per month

➤ **Trainings & Certificates**

**Professional Certificate, Digital Marketing**, Shaw Academy (2020)

**CPD Professional Photography Certificate**, iPhotography.com (2020)

**Global Business Mentorship Intensive Training**, Industry Rockstar (2017 - 2019)

**Trout Tank Pitch Accelerator**, Denver Chamber of Commerce (2017)

➤ **Associations**

**Member**, Fashion Group International (2003 – Present)