

# KAYLA CHRISTINE KOCH

GRAPHIC DESIGNER & CREATIVE

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Norman, OK



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## SKILLS

Attention to Detail

Organization

Creativity

Project Planning

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Facebook, Instagram,

Pinterest, Twitter & YouTube

## EDUCATION

### MASTER'S DEGREE

Education, Intercollegiate  
Athletic Leader  
University of Washington  
2013 - 2014

### BACHELOR OF ARTS

Communication  
University of Tulsa  
2009 - 2013

Certificate in Advertising  
University of Tulsa

## PROFESSIONAL PROFILE

Graphic design is a lot of things. It is color and type and spacing and texture and photography -- but, to me, most importantly, it is problem solving. It is figuring out how to take the message you need to convey and utilizing all of those moving parts to arrive at a certain place: beautiful, clear, consistent, and engaging content. Between having multiple posters ranked nationally in the Top 50 of Division-I teams and increasing social media engagement on Twitter and Instagram at both the University of Tulsa and Tulane University, these are lessons and principles I have learned through my time in graphic design and I believe are ones that make me uniquely qualified to fill other jobs in the sports creative field.

## EXPERIENCE

### GRAPHIC DESIGNER

Tulane University Athletics, July 2017- October 2018

As the only graphic designer on staff I managed and executed the new Tulane brand across all platforms, traditional and digital, to help raise awareness and loyalty among multiple groups of stakeholders. This included overseeing creative content from different parts of the department including media relations, marketing, video and team generated content.

- Conceptualize and execute all marketing collateral for the department including, but not limited to: posters, pocket schedules, flyers, digital ads, website content, ticket stock, t-shirts and other giveaway items
- Oversee design, production and installation of facility and environmental signage
- Create content for and manage digital marketing efforts including e-mail builds and distribution and promoted social media content
- Develop social media templates for each team that coordinate with the year's marketing materials for use by other marketing and media relations staff
- Train other staff, graduate assistants and student workers to use Adobe software and my developed templates

### GRAPHIC DESIGNER // DIGITAL MEDIA ASSISTANT

University of Tulsa Athletics, May 2016 - May 2017 // August 2014 - June 2015

- Responsible for management and execution of the TU brand across all platforms
- Conceptualized and executed all marketing collateral for the department
- Developed social media templates for each team that coordinate with the year's marketing materials for use by other marketing and media relations staff
- Designed all print adverts for newspapers, magazines, etc.
- Educated and trained student interns on photoshop skills and the TU brand
- Created graphics and strategies for the Men's Basketball social media identities
- Planned and executed social media campaign to support launch of the department's new strategic plan
- Created graphics for use on TulsaHurricane.com as well as football social media identities
- Responsible for the Tulsa Football Twitter and Facebook pages, particularly during games, including live tweeting
- Responsible for the National Signing Day '15 digital content and strategy including simultaneous execution across Twitter, Instagram, Facebook and TulsaHurricane.com