

# CATHERINE PERRINE

## MULTIMEDIA COORDINATOR

### CONTACT

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🌐 www.cperrine.com

📍 Richmond, VA 23220

### SKILLS

Adobe Creative Suite

Ad Copywriting

Administrative Tasks

Brand Direction

Campaign Planning and Execution

Client Relations

HTML & CSS

Social Media Management

Team Collaboration

Time Management

### EDUCATION

**Bachelor of Science**

**James Madison University**

2019-2022

School of Media Arts and Design,  
Creative Advertising

### LANGUAGES

English

French

American Sign Language

### PROFILE

Driven Multimedia Coordinator with real-world experience in advertising campaign production, client relations, and content creation. Successfully planned and created multiple media campaigns for local businesses, increasing public knowledge and interaction for clients. Seeking to leverage my skills in content creation and media marketing for a company seeking an out-of-the-box thinker.

### EXPERIENCE

#### Receptionist / Content Creator

2023-2024

Birch Salon

- Managing administrative tasks by scheduling appointments and maintaining calendars for stylists, optimizing their time management
- Responding promptly to inquiries via phone, email, social media messaging, and in-person, providing accurate information and assistance
- Creating and curating multimedia content such as images, infographics, and videos to enhance storytelling and engagement
- Maintaining confidentiality and discretion when handling sensitive information or inquiries

#### Freelance Designer for JMU Dining

2023-2023

Aramark

- Designed visually appealing graphics, including logos, branding materials, advertisements, and marketing collateral for the Dining Department
- Proficient in using industry-standard design software such as Adobe Photoshop, Illustrator, and InDesign to create high-quality graphics and layouts
- Managed multiple projects simultaneously, meeting deadlines and delivering exceptional design work within budget constraints

#### Lead Server

2021-2023

Magpie Diner

- Trained new servers on restaurant policies, procedures, and service standards, maintaining a high level of professionalism
- Resolved guest complaints and issues promptly and effectively, ensuring a positive dining experience
- Developed and implemented strategies to upsell menu items, increasing overall revenue

#### Creative Account Liaison

2022-2022

Bluestone Communications

- Provided strategic guidance to creative teams, translating client feedback into actionable insights to improve project outcomes
- Managed multiple projects simultaneously, ensuring deadlines were met and deliverables exceeded client expectations