



KATHY TRACY *Graphic Design, Marketing and Print Management, Denver Colorado*  
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## SUMMARY OF QUALIFICATIONS

Graphic design and marketing professional. Over fifteen years experience with the production and design of marketing collateral. Leadership experience with non-profit fund raisers and promotional events. Proven ability to manage and lead committees and volunteers. Success in revenue growth through marketing and promotional strategies.

## SKILLED IN AREAS OF:

- Graphic Design • Marketing Strategy • Client and Vendor Relations • Estimates and Budgets • Ad Sales
- Print Management • Product Distribution and Tracking • Color Press Checks • Pre-Press Print Production

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## WORK EXPERIENCE

**Denver Mart** 2011-Current  
The Rocky Mountain region's premier wholesale and trade show center. Denver, CO.

Creative Services Manager. Manages team members and department budget. Designs and produces large event signage, online and print advertisements, e-mail marketing campaigns and guide books. Develops marketing collateral for several trade shows. Creates images for and maintains digital signage on I-25 marquee sign.

**Kathy Tracy Designs, LLC.** 2002-2011  
Marketing and graphic design studio in Denver, CO.

### **Select work:**

**The Children's Hospital** - Designed award winning desk calendar, quarterly magazine and direct mail.

**Peepers Optical** - Produced, designed and managed all print identity and marketing collateral.

**Peggy Lehmann, Councilwoman** - Layout, photo management and design of campaign materials.

**Promote It! International** 1998-2002  
Sampling Promotions company in Lakewood, CO.

Art director for marketing collateral for sampling table and trade show presentations. Managed print production, press checks, print estimates and shipping. Worked with designers and vendors from initial concept through final production.

**McCarthy Advertising Inc.** 1996  
Advertising Agency in Boulder, CO.

Graphic designer and production artist for marketing collateral for Winter Park Ski Resort.

**Croce Advertising Inc.** 1994-1996  
Advertising Agency in Denver, CO.

Graphic artist for Longmont United Hospital, PrimeStar Dish Satellite and US West accounts. Designed logos and brand identity systems.

## EDUCATION

2011 **The University of Denver**  
**Daniels College of Business**, Denver, CO.  
Graduate Business Certificate Program,  
Marketing Strategy

1994 **The Art Institute of Colorado**, Denver, CO.  
Associates of Applied Science Degree,  
Visual Communications

1992 **University of New Mexico**, Albuquerque, NM.  
Bachelors Degree, Emphasis in Fine Arts

## AWARDS

2007 - Bronze Leaf for Government Affairs by  
Colorado Health Care Communicators

1998 - Silver Leaf for Community Relations by  
Colorado Health Care Communicators

1995 - Gold for Direct Mail Advertising by  
Health Care Marketing Report

## SOFTWARE

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Microsoft Office (Word, Excel, PowerPoint) QuarkXPress, Constant Contact, Fourwinds (digital signage) Flexi Print (Muthoh Large Color Printer)

## NON PROFIT, COMMUNITY WORK

**University Park Elementary** 2006-2011  
Chairperson for annual school fund raiser. Designed, developed and produced marketing materials. Supervised and coordinated sponsorships and ad sales.



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CAMPAIGN DESIGNED AND PRODUCED BY KATHY TRACY

The January, 2012 Denver Apparel Market at the Denver Merchandise Mart (Mart), dates coincided with the Chinese New Year. It was decided to use the “Year of the Dragon” as the theme to promote the four-day show.

The event dates and information were posted on the main Mart web site twelve months in advance. All mart and apparel show dates are published on a two color calendar mailed to all Mart registered apparel buyers (approximately 3,000) and available for pick-up at the front lobby of the Mart. All Mart events are noted on a 12 x 9 full color calendar given as a Mart holiday gift to clients. The 2012 Mart calendar was designed by Kathy Tracy, includes contracted professional photos of Colorado landscapes. The apparel show dates are also listed in several online and print trade magazine calendars.

The “Year of the Dragon” campaign started with a full color, 48-page buyers guide, mailed four weeks before the event date. A coordinating e-mail and digital marquee sign, was released one week before the event. The e-mail was sent to 1113 e-mail addresses with an open rate of 28% with Constant Contact. Signs with the schedule of events were positioned near the escalators on each of the four floors of the Mart. Welcome signs, four feet long, hung in the entryway, coordinating with the buyers guide cover. In addition to mailings and e-mails to prospective attendees (buyers), fashion show participants (tenants of the Mart) contacted previous and prospective attendees by phone and invited them to the Sunday brunch fashion show.



Buyers Guide



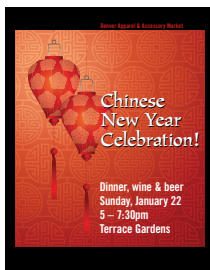
Welcome banners (4 feet tall).



Schedule of events signs (6 feet tall)



Email Marketing image



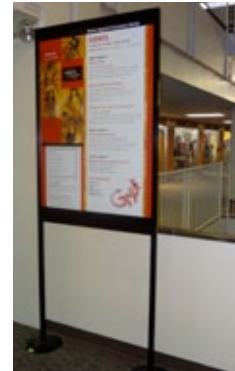
Stand alone signs near event.



Banner



Two, ten feet long, double sided banners hang in the middle of the event site for the Chinese New Years dinner party, including a drawing for prizes. This location was later transformed to accommodate for the fashion show.



Schedule of events signs (6 feet tall)



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CAMPAIGN WORK BY KATHY TRACY

“Super Monday” is an event that happens at the Denver Mart the first Monday of every month. The purpose of Super Mondays is to provide another opportunity to serve the needs of the Marts customers (local buyers). Super Monday is promoted through word of mouth, e-mail marketing and postcard mailings.

A few Super Mondays throughout the year have extra offerings such as seminars and outside speakers. The 2012 campaign needed to have a consistent design, which could be adjusted every month without diluting the campaign. Every Super Monday was assigned a color scheme. Every Super Monday offered coordinating decorated cupcakes along with morning beverages including coffee. Approximately 9,000 four-color postcards are mailed 3 weeks before the event. E-mail with the Super Monday theme and information is sent to 4,000 addresses. The attendance at Super Mondays has been higher every month since the start of the campaign.



April postcard



April email marketing image



May postcard



May email marketing image



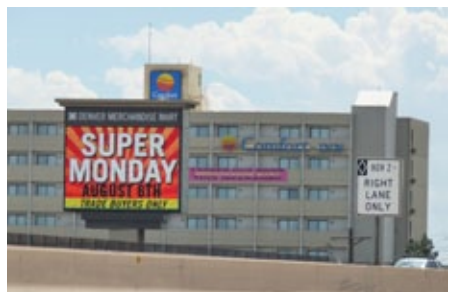
July postcard



July email marketing image



August marquee sign. South-bound view



August marquee sign North-bound view