

KATIE FLEGENHEIMER

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EDUCATION

Indiana University

2017, Bachelor of Fine Arts in
Graphic Design, Minor in Marketing
GPA: 3.99/4.0

SKILLS

Adobe Photoshop, Illustrator, InDesign, and Canva

Expertise in this suite from constant
practice through professional
experience and freelance work

Figma

Mastery of this software for UX/UI layout
and collaborative design through daily
professional use

Microsoft Office

Advanced skills in Microsoft
Powerpoint, Word, and Excel

Google Suite and Slack

Excellent ability to use Docs, Slides,
Gmail, Drive, Hangouts, and Slack to
connect with team members daily

Wordpress

Knowledge of website design, layout,
and use of modules

HONORS

Two Hermes Creative Awards

Gold and Platinum Awards for
Salesforce Up Next in
Commerce Campaign

Phi Beta Kappa Society

Academic Excellence
and Achievement

BIOGRAPHY

- As a senior designer and marketer, I bring a creative skillset to the marketing space; I understand how to strategically develop campaigns and content series that are customer-focused
- During my time at Salesforce, I have continuously grown my leadership skills with each project; I clearly communicate and give both design and copy direction and feedback across different forms of media
- Working for Salesforce's Commerce Cloud product, I am consistently looking out for rising ecommerce trends in order to successfully market to commerce professionals; I lead teams to establish branding for events, film series, and campaigns, including all collateral, digital promotions, and animations
- As a creative lead on multiple projects, events, and initiatives at Salesforce, I thrive in a collaborative environment and give critical feedback to elevate the team's efforts to the next level

EXPERIENCE

Salesforce

Indianapolis, Indiana and New York, New York

October 2018–Present, Senior Designer

- Spearhead creative efforts across the Commerce, Sales, Service, Marketing, Data, and Platform creative teams for Salesforce across digital, print, video, and interactive media
- Work collaboratively with VPs, creative directors, art directors, copywriters, fellow designers, project managers, and agency partners on a daily basis to strategically build campaigns, events, film series, web pages, digital promotions, presentations, VR experiences, and out of home advertisements
- Present ideas and concepts to campaigns and product partners to foster connection across departments and surpass business objectives
- Led a team of 14 designers to develop the creative theme and vision for Lodge Village at Dreamforce 2023, a critical space for attendees to learn about eight Salesforce products; my team executed all aspects of this zone including signage and set design for workshops, roundtables, AI Landing Theater, and Ask the Experts
- Built an awareness campaign for Commerce Cloud, and presented it to executive leadership, with a flexible design and copy system that highlights AI innovation and how the product supports its customers in a new voice, tone, and visual language
- Contributed to the development and execution of a dynamic reality competition show for our streaming service, Salesforce+, Legends of Low Code; I created the design system, logo, set design, wardrobe styling, and oversaw film production alongside the Platform creative team and two agencies

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Indianapolis, Indiana

June 2017–August 2018, Graphic Design and Marketing Specialist

- Escalated current branding to reflect innovations within the company's software platform and to showcase the product across digital and print media and worked with email marketing and strategic campaigns to drive leads
- Championed all direct mail efforts, which led to closing \$300K ACV for the company, and directed, wrote, and animated product tour videos for lead nurturing and sales pipeline progression
- Collaborated with the product team to develop the user interface and experience of new products through illustrating dashboards, wireframes, site maps, and user stories

Orr Fellowship

Indianapolis, Indiana

June 2017–June 2019, Director of Marketing

- Advanced marketing strategy by leading a marketing team of six Fellows to execute all marketing initiatives within the fellowship, including: website, public relations, graphic design, content, social media, metrics, and collateral
- Participated as an active member of the Fellow Leadership Team to help shape the vision of the program as a whole
- Manage and collaborate with local vendors to enhance website presence for candidate conversion and develop a PR Strategy to achieve greater brand awareness