

CATHERINE BLAKE SMITH

PROJECT MANAGER & WEB DESIGNER

Currently: Project manager for eCommerce & service website projects. Experience in strategic planning, volunteer management, client communications, and collaborating on innovative, detail-driven interdisciplinary projects for more than 10 years.

PROFESSIONAL EXPERIENCE

Senior Account Manager at efile Creative September 2019 to Present

Coordinate with a team of designers and developers to complete 35 custom website design projects ranging from \$15-\$80K in cost. Our teams also deliver branding services and implement ongoing marketing/social media strategies in a high-paced agency environment for an array of service and eCommerce clients.

Artistic Director at Annex Theatre July 2016 to November 2019

Provided artistic leadership for a consensus-based democratic collective. Dramaturgically supported and produced 25 world-premiere productions. Increased grant and individual donor fundraising by ~200% over 1.5 years. Reimagined season structure and selection process.

Production Manager at Annex Theatre August 2012 to November 2018

Provided information, resources, and support while facilitating communications for directors, casts, and production teams with Annex Theatre staff, both in-person and online.

WEB DESIGN (RECENT)

NWTheatre at nwtheatre.org 2018 to Present

Developed a Wordpress website dedicated to reviewing Seattle-area performance and art one-on-one with the client by creating wireframes, designing information architecture, and providing education and resources for the client to maintain the website independently. Provide ad hoc support as needed.

Ready, Set, Transfer! (RST) at rst.seattlecolleges.edu 2018 - 2019

Coordinated RST site redesign—a nationally-funded program for academic transfer students—at the Seattle Colleges District level as project manager. Included selecting and editing photos and copyediting content about the academy and scholarship using Drupal8 CMS.

VOLUNTEER EXPERIENCE

Graphic Design for Humpday Farmers Market April 2019 to Present

Designed and launched website for farmers market in Carbondale, Ill. Currently graphic designing seasonal print marketing materials for ongoing advertising.

Curator of Spin the Bottle at Annex Theatre January 2015 to May 2020

Producer of Seattle's longest-running variety show, Spin the Bottle, with Capitol Hill Art Walk, striving to achieve inclusion and equality in production and performance.

Director at Annex Theatre January 2013 to August 2019

Responsible for leading rehearsals, design process, and dramaturgical development with emerging and established local playwrights of world-premiere plays, casts, and crews.

Graphic Designer at Annex Theatre January 2016 to August 2019

Designed and created assets for events, projects, and clients including printed and digital collateral, social media campaigns, logos, and online newsletters.

CONTACT

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theCBSnetwork.com

SKILLS

Project Management
Client Consultation
Copy Editing
Public Communications
Marketing Campaign Coordination
Social Media Management
UI Design
Wireframing
Graphic Design
Volunteer Coordination
Contextual Research
Event Planning

TOOLS

Notion
Basecamp 2 • Asana
Google Workspace • Apple iWork
Microsoft Office & 365
Smartsheet
Canva • Photoshop
Illustrator • InDesign
Google Analytics • Tag Manager
• AdWords
Meta Business Manager
Shopify • Squarespace
Wordpress • Wix • Drupal
HTML5 • Bootstrap • CSS

EDUCATION

Web Design Certificate
Seattle Central College
Dean's List
Spring 2018

B.A. Theatre Arts & History
Illinois Wesleyan University
magna cum laude
Spring 2009

Certificate in Project Management
University of Washington
Spring 2022