



CATHY HENSON

Branding | Design | Digital Content



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cathyhensondesign.com



Relocating to Oklahoma
from Arizona

Education

Capilano University

Design and Advertising / 1983-1986

Langara College

Fine Arts / 1981-1983

Expertise

Branding for private and non-profits
Graphic design and art direction
Digital content creation
Copywriting and proofing
Photography
Project and media administration
Strategy, budget, proposals
Vendor and project management
Public relations
Event planning and fund raising
New product and service launches

Media

Print, websites, digital apps, social,
email, signage, video and audio.

Applications

Adobe Creative Suite, Microsoft Suite
Website CMS, GA4 & Google Ads,
Keystone, Meridien Link, Candescent,
Meta, X, LinkedIn, YouTube.

Awards

CUNA Diamond Best Campaign 2025
CUNA Diamond Best Campaign 2024
CUNA Diamond Best Overall Video Ad 2023
CUNA Diamond Best Ongoing Event 2023
Addy Advertising Award Best Self Promo



Experience

2014
-
Present

Avenir Financial | Marketing Coordinator

- Create brand content. Directed two organization rebrands.
- Design, direct and create content for digital, print, signage, events.
- Communicate and assist with new product and service launches.
- Monitor and report digital metrics and KPI's. Manager board reports.
- Manage calendars, vendors, budgets and media.
- Write marketing product, service and branding communications.
- Community outreach events and public relations

2007
-
2013

Mohave State Bank | Marketing Manager

- Design and manage marketing for three distinct markets.
- Write, design and produce marketing assets for print, radio, direct mail, investor relations, and events.
- Create and deploy customer retention program.
- Plan, manage teams and execute events

2002
-
2007

Bank of Oklahoma Financial | Marketing Coordinator II

- Design and produce marketing collateral for branches in Oklahoma, Texas, Arkansas, Colorado, New Mexico and Arizona.
- Design and produce national campaigns
- Design and produce print collateral for consumer, mortgage, and wealth management.
- Design ads for newspaper, event programs, and directory advertising.
- Design and produce branch advertising campaigns for six states.

2001
-
2002

Gordley Design Group | Senior Graphic Designer

- Design and produce print collateral for: Supercuts, Arizona Department of Transportation, restaurants, property developers

2000
-
2001

Touchpoint Communications | Creative Director

- Design and produce editorial magazines and direct mail campaigns for non-profit organizations: Turning Point, Truth for Life, Casas.

1992
-
2000

Power2Change | Art Director

- Direct design and editorial team to produce: Editorial magazines, branding collateral, fundraising collateral, product packaging and collateral, and exhibitions.

1986
-
1992

Kent Allan Design Group | Graphic Designer

- Designed and produced branding assets such as logos, corporate branding standards manuals, print collateral for national resource companies: Mohawk Oil, Fletcher Challenge, Alberta Gas Company, Alberta Telephone Company, BC Ferries, and World EXPO 86.



References | Contact information available by request

Miriam Limon Onvida Health / Marketing

Mary Nasjun Regent Bank / AVP Lending

Dallas Judd (retired) Bank of Oklahoma / AVP Consumer Lending

Katherine Barr (retired) Arvest Bank / VP Marketing

Roger Melnychuk (retired) Power2Change / Dr. Communications