



# CATHY HENSON.

Graphic Designer. Art Director.  
Brand Evangelist. Marketer.

(928) 257-0747 | [hensonlive@live.com](mailto:hensonlive@live.com)  
[cathyhensondesign.com](http://cathyhensondesign.com)

## EXPERIENCE

### 2014-PRESENT

AEA Federal Credit Union  
Yuma, AZ

#### Marketing Manager

Provide design, advertising and marketing services to 32,000 credit union members, 100 staff and 5 branches. Assets include campaigns deployed to print, radio, TV, social, digital, display, billboard and events. Collaborate with Department Managers to fulfill organization's goals. Responsible for collateral, signage, campaigns, digital marketing, audio, video, photography and co-marketing.

### SKILLS

Print and digital production. Audio and sound editing. Videography and editing. Art direct photographers and talent. Write advertising, branding and product copy. Coordinate and manage estimates, proposals and budgets.

### 2002-2007

Bank of Oklahoma Financial  
Tulsa, OK

#### Marketing Coordinator II

Designed and produced marketing assets for branches in Oklahoma, Texas, Arkansas, Colorado, New Mexico and Arizona. Worked directly with Marketing Managers in each State to provide ads, branch campaigns, collateral for consumer and business banking products.

### EQUIPMENT

SLR cameras. Osmo stabilizer. PC and MAC computers. Tradeshow displays.

### PROGRAMS

Adobe CSS: Photoshop, Indesign, Illustrator, Acrobat, Audition, Premier, Rush.

Microsoft Suite: Word, Xcel, PowerPoint, SharePoint, Outlook.

Website Content Management Systems and basic HTML.

### 2007-2013

Mohave State Bank  
Lake Havasu City, AZ

#### Marketing Manager

Worked with Executive and Regional Managers in three markets to deliver marketing for mortgage, personal and business banking. Assets deployed to radio, newspapers, programs and magazines. Collateral included annual reports, brochures, direct mail and displays.

### MEDIA

Google Ads. Digital Ads. Web. Social. Email. Direct Mail. Print. Display. Signage. Billboard. Radio. TV. Event. Novelties. Trade Show.

### 2001-2002

Gordley Design Group  
Tucson, AZ

#### Graphic Designer

Designed and produced ads, brochures, posters and collateral for clients such developers, restaurants, salons, and Arizona Department of Transportation.



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## EXPERIENCE CONT.

### 2000-2001

Touchpoint Communications  
Tucson, AZ

#### Art Director

Designed and produced monthly magazines and direct mail campaigns for Turning Point Ministries, Alistair Begg and other non-profit organizations.

### CONTINUAL EDUCATION

Google Analytics Academy. CPD Banking Compliance. CUNA Marketing. CUNA Customer Journey Maps. Adobe CC Tutorials. Adobe MAX. Peter Barron Stark Leadership. Digital Summits. BSA EDGE. BSA Leadership

### 1986-1992

Kent Allan Design Group  
Vancouver, B.C. Canada

#### Graphic Designer

Designed and produced corporate branding systems, signage systems, interior and exterior stores, branding guides, logos, brochures. Clients included World Expo 86, Canadian Airlines, Fletcher Challenge, Mohawk Oil, Alberta Gas and BC Ferries.

### EDUCATION

Capilano University: Graduated in 1986 with Design and Advertising Associates Degree.

Langara College: Attended Fine Arts Program 1981 to 1983.

Burnaby South High School: Graduated with High School Degree in 1981.

### 1992-2000

Power 2 Change  
Langley, B.C. Canada

#### Graphic Designer

Art directed, designed and produced bi-monthly magazines, campaigns, product publications, brochures, product packaging, donor gifts, fund raising collateral and building displays. Worked with 13 Divisional Directors who were responsible for overseeing work nationally and internationally. Notable accomplishments include successfully helping to raise donor funds for the national Power 2 Change campaign; creating new "Total Package" brand and magazine for youth; working with editors, writers, illustrators, photographers and printers to produce highly successful "Christmas Digest" magazine sold to churches across Canada.

### AWARDS

Winner of Addy Advertising Award for Best Self Promotion.

### COMMUNITY OUTREACH

Boys Scouts of America Leadership Committee.  
Yuma Chamber of Commerce  
Saddleback Church

### REFERENCES & CONTACTS

References and contacts available on request.