

Caitlin Blaine



Graphic Designer and Marketer with 5+ years of experience aligning creative work with business strategy. I specialize in leading teams and overseeing projects from concept to launch to ensure every design has purpose.

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📍 Springfield, MO

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🌐 caitlinblaine.com

Education

Missouri State University

BFA, Drawing
2010

Skills

- Adobe Creative Suite:

Photoshop, Illustrator, InDesign, After Effects, Premiere

- Product Design:

Figma, UI/UX Design, Wireframing

- Web & eCommerce:

Elementor, Divi, WordPress CMS, eCommerce

- Marketing Campaigns:

Email Marketing (ESPs), Social Media Strategy, Content Creation

- Communication:

Copywriting, Proofreading, Brand Messaging

- Management:

Project Management, Creative Direction, Team Leadership

- Client Success:

Client Relations, Stakeholder Communication, Retainer Management

Personal Achievements

- Executed a fully funded Kickstarter campaign for a personal comic project **(2022)**.
- Freelance Illustrator and Graphic Designer **(2011-present)**

Experience

Designer & Project Manager

2022-2026

On Fire Media

- Built brand identities and logos, ensuring visual consistency across all digital and print platforms.
- Designed UI/UX in Figma, creating intuitive user journeys and visual designs.
- Developed front-end solutions using Elementor and WordPress to align design with site performance.
- Created print and digital assets that paired high-end aesthetics with strategic marketing goals.
- Directed the full project lifecycle, managing resources and timelines for high-quality creative delivery.
- Managed client retainers and meetings, translating business needs into visual and marketing strategies.
- Led a creative team, delegating tasks and providing art direction to ensure design excellence.
- Merged design with marketing strategy to boost engagement while overseeing client support.

Director of Culture & Marketing

2021-2022

The Geek Foundation

- Developed and executed social media strategies to increase brand awareness and audience engagement.
- Designed high-impact flyers and marketing collateral for both digital distribution and print.
- Managed website maintenance and updates, ensuring all content remained current and user-friendly.
- Produced strategic newsletters and communications to maintain consistent brand messaging with stakeholders.

Executive Administrative Assistant

2014-2021

Diocese of Springfield-Cape Girardeau

- Managed organizational communications, including professional correspondence and bi-weekly Constant Contact newsletters.
- Supported digital and print projects by maintaining webpages and designing promotional event collateral.