

KAREN KUHLMAN

education

OHIO UNIVERSITY

B.S. in Visual Communication, Spanish minor

September 2008-June 2012, Athens OH

UNIVERSITY OF ILLINOIS

Certificate in Digital Marketing

August 2019-March 2020, Online

experience

HORIZONS WOMEN'S HEALTHCARE & FAMILY MEDICINE

Digital Design & Multimedia Marketing Manager

August 2015-Present, Dayton OH

- Redesigned the company's weight loss program website using a customized Wordpress template
- Manage all social media accounts and maintain all 4 websites. Have doubled the amount of Facebook followers and increased sales through creative content marketing
- Design all publications for the business including, but not limited to, brochures, posters, ads, and business cards
- Use photography and video to produce creative patient education, patient testimonials, and physician blogs
- Collaborate with Horizons providers on marketing strategies in print and design and analyze campaign progress
- Meet with outside vendors and product reps to get quotes and other information on health campaigns

BUSINESS PLANS INC.

Project Manager

March 2015-August 2015, Miamisburg OH

- Use graphic design and publication design skills to create digestible, user-friendly compensation/benefit statements while complying with clients' branding standards
- Perform data analysis and calculations of employee benefit and compensation projections and history
- Manage, from start to finish, the production of employee total compensation statements which included the preparation, printing, and distribution of statements to employers or employees

ENGLEWOOD ANIMAL HOSPITAL

Veterinary Technician

November 2012-March 2015, Englewood OH

- Saved the clinic thousands of dollars by noticing an error in a rebate process and correcting it
- Wrote a training manual to improve training techniques and implemented them with new staff
- Responsible for accurately recording medical history of each pet, monitoring & medicating boarded animals, and establishing meaningful relationships with pet owners
- Found solutions to numerous efficiency issues, such as creating a storage system for prescription medication refills

volunteer

BIG BROTHERS BIG SISTERS OF THE
GREATER MIAMI VALLEY

Big Sister

September 2012-March 2018, Dayton OH

MIAMI VALLEY PET THERAPY ASSOCIATION

Certified handler for a therapy cat

September 2015-December 2016, Dayton OH

OHIO UNIVERSITY ANIMAL ADVOCATES

Founder and President

September 2011-June 2012, Athens OH

internships

OHIO UNIVERSITY ALUMNI ASSOCIATION

Photography Intern

January 2011-March 2011, Athens OH

INDIANAPOLIS MONTHLY

Photography Intern

June 2008-September 2008, Indianapolis IN

skills

- HTML5 and CSS3
- Adobe Photoshop, Adobe Bridge, Adobe InDesign, and Adobe Illustrator
- Knowledge of composition, typography, and design principles
- Nikon digital equipment
- Wordpress CMS
- Advanced-intermediate ability in the Spanish language



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