

# KAREN KUHLMAN

## experience

DIGITAL DESIGN & MULTIMEDIA MARKETING MANAGER  
*Horizons Women's Healthcare & Family Medicine*  
August 2015-Present, Dayton OH (Remote)

- Redesigned the company's weight loss program website using a customized Divi 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 media for the business including, but not limited to, brochures, posters, trade show materials, ads, and business cards
- Use photography and video to produce creative patient education, patient testimonials, Facebook ads, and physician blogs
- Co-wrote a TEDx Talk which has over 2.5 million views on YouTube
- Collaborate with Horizons providers on marketing strategies in print and design and analyze campaign progress
- Created and launched in-house brands

### PROJECT MANAGER

*Business Plans Inc.*  
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

### VETERINARY TECHNICIAN

*Englewood Animal Hospital*  
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

## education

B.S. IN VISUAL COMMUNICATION, SPANISH MINOR  
*Ohio University*  
September 2008-June 2012, Athens OH

CERTIFICATE IN DIGITAL MARKETING  
*University of Illinois*  
August 2019-December 2019, Online

## 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

## certifications

GOOGLE ADS DISPLAY CERTIFICATION  
Completion ID: 99341580 Exp. 12/6/2022

GOOGLE ADS SEARCH CERTIFICATION  
Completion ID: 95642674 Exp. 12/6/2022

GOOGLE ANALYTICS FOR BEGINNERS

## skills

- HTML5 and CSS3
- Adobe Photoshop, Adobe Bridge, Adobe InDesign, Adobe After Effects and Adobe Illustrator
- Knowledge of composition, typography, design principles, and SEO fundamentals
- Commercial photography, Nikon digital equipment
- Wordpress CMS. Divi, Hootsuite, Constant Contact, WooCommerce, Asana, Microsoft Office, Google Apps, Mac OS, Canva
- Experience with creating and designing Facebook Ads
- Advanced ability in the Spanish language



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