

KARIN BENEDICT



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Winona, MN 55987



(507) 458-6834



karinbenedict@gmail.com



www.karinbenedict.net

SKILLS

Critical Thinker
Positive Attitude
Improving Efficiency
Problem Solver
Dedicated
Hardworking
Attentive to Detail
Inquisitive
Organized
Industrious
Photo Manipulation
Methodical
Resourceful
Reliable

EDUCATION

BA Mass Communications
Winona State University
Emphasis: Advertising
Minor: Geography
*Self-supported throughout
entire college career*

EXPERIENCE

MARKETING COMMUNICATIONS AND GRAPHICS DESIGN COORDINATOR

Hiatt Manufacturing, Inc. | November 2011 - September 2016

Graphics Design & Photography

- Managed branding messaging, design, and layouts for all house brands
- Coordinated with retail customers' marketing teams all private label programs including approvals and maintaining the customers' branding standards
- Planned, managed and implemented all product packaging and label needs with overseas sourcing team
- Designed custom catalogs, sales flyers, and signage to support trade show events and key customer programs, shows, or advertising
- Planned and executed all product photography including both studio and lifestyle shots
- Directed photography needs from field experts Don and Lillian Stokes
- Coordinated with all outside vendors for any needs for printing, packaging design, and photography

Trade Show Coordination

- Oversaw the successful execution of 15-25 trade shows annually
- Created planning tools to improve efficiency for picking, packing, and planning all industry and customer trade shows
- Managed the trade show budget with goals to reduce expenses annually by 3-5% to meet the Sales Expense goals for the consumer business
- Communicated and organized with outside sale reps to execute independent customer trade shows

Sales Support

- Provided photography, ad copy, web site content to all major retail customers including Menards, Walmart, Tractor Supply Company, Kmart, Mills Fleet Farm, Blains Farm and Fleet, The Home Depot, and more
- Supported National Sales Manager and team of 13 outside rep agencies (30 sales individuals) in their requests for samples, program form completion, photography, marketing content, and trades show support
- Developed customized presentations, product packaging, and signage for key customer presentations and meetings
- Conducted seminar training to major retail clients and developed training guides

GENERAL MANAGER

Blossom Publishing | August 2009 - October 2011

GRAPHIC DESIGNER

Blossom Publishing | January 2003 - August 2009

- Promoted hundreds of professional photographers nationwide through print and social media
- Integrated specialized advertising into the company's marketing plan through

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TECHNICAL SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Adobe Premiere Pro
Adobe Dreamweaver
Corel Painter
Wordpress
Microsoft Office Suite

EXPERIENCE (*continued*)

- direct mail, trade shows, email blasts, blogging, and social media
- Tracked key online metrics using tools such as Google Analytics and Facebook Insights
 - Focused on creative strategies of clients to design and develop the tools they needed to promote their business for success
 - Developed and maintained online website with eCommerce services, promotion schedule, and goals to keep content fresh and exciting to attract new customers
 - Processed orders from clients from beginning to end, including order receipt, design, production, shipping, invoicing

PREPRESS TECHNICIAN/MANAGER

W&C Printing Company, Inc. | July 1996 - December 2002

- Managed digital and conventional prepress production, inventory, and file processing for all print jobs
- For the department, responsible for checking and fine tuning of file, plate calibration, and color management
- Collaborated with clients to develop catalogs, sales collateral and other promotional tools

REFERENCES

Crystal Hiatt
Former Supervisor
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Steve Hiatt
Former President, Hiatt Manufacturing
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Ron Schoof
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Sue Meine
Former Supervisor/Colleague
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John Iacovino
Former Client/Colleague
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Craig Kienast
Former Client/Colleague
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HIATT MANUFACTURING, INC.

September 30, 2016

To all concerned,

I have had the pleasure of working with Karin Benedict since October 2011 when she began working on my team as our Marketing Communications and Graphics Design Coordinator.

Over the past five years, I've worked closely with Karin and she has been my right-hand. Her dedication and reliability is second to none. She is trustworthy, dependable, and incredibly hard-working. Karin has the can-do attitude you look for in every team member; she was always willing to go the extra mile to produce successful programs, trade shows, presentations, and more. On a personal level, Karin is charismatic and well-spoken, both qualities that have served her well in her role with Hiatt.

Karin's knowledge of Marketing, Communications, Photography and Graphics Design is exceptional. She was challenged many times to think outside the box and asked to do the near impossible – Karin embraced those challenges and produced quality results that were recognized by her team and many leaders in our industry including major retailers such as Menards, Kmart, Mills Fleet Farm, Tractor Supply, and more.

Her attention to detail, communication skills, and the planning tools she developed, assisted her in balancing multiple products including handling every aspect of coordinating 20+ trade shows annually. Karin also supported our outside sales organization by developing customized sales tools, presentation & POP support, and customer support when needed. Karin was responsible for managing and developing all catalog and sales support tools, POP Signage and Displays, and product packaging and design.

Without a doubt, I confidently recommend Karin to join your team. Unfortunately, Karin is available only because of a plant closing and relocation. As a dedicated and knowledgeable employee and an all-around great person, I know Karin will be a beneficial asset to your organization.

Please feel free to contact me at the information below should you like to discuss Karin's qualifications and experience further. I'd be happy to expand on my recommendation.

Best Regards,

Crystal Hiatt
VP Marketing, Hiatt Manufacturing, Inc.
507-454-4977
chiatt@hiattmetalform.com

j o h n p i a c o v i n o

To whom it may concern:

I worked with Karin Benedict for 14 years; first as my vendor and later as a manager for one of the units I oversaw (Blossom Publishing). It is truly my pleasure to recommend her for just about any task that requires outstanding people skills, creativity and technical mastery.

It's an unusual skill set for any one person to possess but Karin truly is a remarkable individual and an asset to the organization she represents. She contributed directly to the bottom line at Blossom because she acquired and held photographer clients with ease. She's excellent with customers, vendors and co-workers alike – you'll be able to tell in just a few minutes that she wins people over quickly.

Working in a trade show booth with her was fun – she'd memorize the names of 400 - 500 Blossom Publishing clients and then spot those names on name tags walking by and strike up a conversation. It was a pleasure to watch and she won many friends for that company in that capacity. Her first love is graphic design – one can spot her talent in just a few seconds. She also mastered web design quickly and is truly well equipped for just about any marketing department. For a firm that works with photographers – she's a match made in heaven.

Call me anytime if you'd like to discuss Mrs. Benedict's ability to contribute – she's represented my interests well at various times in the past and I'd consider it an honor to return the favor.

Sincerely,

John Iacovino
312-543-8638 (cell)

Former unit manager (and founder) of Blossom Publishing