

CAT PELLETIER

Visual and Graphic Design Specialist

Specializing in brand development, multi-channel marketing, and visual storytelling

CONTACT

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📍 Panama City, FL
Online Portfolio:
🌐 cat-designs.com

EDUCATION

Tom P. Haney Technical Center

Digital and Graphic Design
Aug 2018 - *Graduated* May 2019

Southwest Illinois College

Studio and Fine Arts
Aug 2010 - May 2012

Butler County Community College

Marine Biology and Fine Arts
Aug 2007 - May 2010

SKILLS

- Adobe Illustrator 7 years
- Adobe Photoshop 7 years
- Adobe Indesign 7 years
- Adobe After Effects 2 years
- Adobe Premiere Pro 1 year
- Canva
- Figma
- AI Prompting
- Wix
- Wordpress
- Photography
- Multitasking
- Attention to detail
- Meet deadlines

EXPERIENCE

Creative Director - Sr. Graphic Designer

2019- Current

Panhandle Getaways

+13 Hub Lane, Posh Beach Realty, Beaches & Cream Cafe, Condocierge, 30A General Store

- Lead creative in marketing for Panhandle Getaways and five affiliated hospitality brands, supporting a portfolio of 900+ vacation rental properties across multiple coastal markets.
- Partner cross-functionally with marketing, operations, owner services, housekeeping, and leadership teams to develop campaigns that drive bookings, owner acquisition, and brand trust.
- Develop and execute integrated marketing assets across digital, print, web, social media, signage, and on-property collateral to ensure a seamless guest experience from discovery to checkout.
- Oversee brand strategy, visual identity systems, and messaging consistency, elevating legacy brands and launching newly acquired companies with modern, hospitality-focused aesthetics.
- Design and manage high-impact marketing materials including brochures, ads, signage, vehicle wraps, fire compliance graphics, floor plans, and in-unit guest communications.
- Redesign and maintain company websites and brand microsites, improving visual clarity, usability, and conversion-focused layouts.
- Collaborate with leadership to support company growth initiatives, contributing to increased market presence, portfolio expansion, and brand recognition.
- Manage relationships with print vendors, installers, and external partners, overseeing production quality, timelines, and cost efficiency.
- Produce professional photography and 3D visuals for vacation rental listings and marketing campaigns to enhance property appeal and booking performance.
- Translate operational and compliance requirements into clear, guest-friendly visual systems, ensuring properties meet safety regulations without sacrificing brand quality.
- Work independently in a fast-paced hospitality environment, balancing high-volume requests, tight deadlines, and evolving priorities while maintaining premium creative standards.
- Contributed to long-term company growth, supporting expansion from roughly 320 properties to 900+ vacation rentals through cohesive branding, marketing campaigns, and elevated guest-facing design.

REFERENCES

Kylie Williamson

13 Hub Lane | Social Media Lead

Phone: 850-541-5960

Email: kylie@13hublane.com

Kerrie Hamilton

PG | Operations Coordinator

Phone: 850-381-1864

Email: kerrie@panhandlegetaways.com

Meredith King

PG | Director of Owner Services

Phone: 850-502-1516

Email: meredith@panhandlegetaways.com

Sarah Hanley

PG | Marketing Director

Phone: 850-533-0719

Email: sjrhanley@gmail.com

David Quillin

GMHG | Video Director / Producer

Phone: 919-308-0481

Email: dpquillin@gmail.com

Lead Graphic Designer

2018- 2019

Panama City Living Magazine

- Design print and digital advertisements for a wide range of local and regional businesses across hospitality, real estate, retail, dining, lifestyle, and service industries including medical practitioners.
- Collaborate directly with advertisers, sales teams, and editors to translate client goals, brand identity, and messaging into compelling, publication-ready ad layouts.
- Develop custom ad concepts tailored to each client's brand voice, target audience, and marketing objectives while maintaining magazine standards.
- Oversee layout design and production for six annual print publications, ensuring consistency, clarity, and visual impact throughout each issue from cover to cover.
- Adapt and refine existing client assets or build ads from the ground up, including typography, color systems, imagery, and hierarchy.
- Manage multiple advertisers simultaneously, meeting strict print deadlines while balancing creativity, accuracy, and efficiency.
- Coordinate with the print house to prepare files, troubleshoot production issues, and ensure pages reproduce correctly in final print.
- Design and maintain digital edition layouts, assist with web-related design needs, and resolve minor code or formatting issues as needed.
- Stay current with design trends, typography, and advertising standards, continually improving ad quality and reader engagement.
- Assist on-location during fashion, cover, and editorial photo shoots, contributing to creative direction and post-production selection.
- Trusted to represent both magazine and advertiser brands with professionalism, attention to detail, and marketing-focused, beautiful design execution.

Director of Photography

2019- 2019

Grandfather Mountain Highland Games, Inc

- Beginning July 10th, invited back to the Grandfather Mountain Highland Games as the director of photography.
- Photographing events and atmosphere of the Highland Games, with the intent to produce images/video to build a new website for 2020 and to boost social media presence.
- Staging and recording interviews with musicians after their performance.
- Post-production assistance using Adobe Premiere Pro.
- Final video product will be available February 2020, attached to portfolio website.

EARLY CAREER AND INTERNSHIPS

Production Assistant

2018- 2018

Grandfather Mountain Highland Games, Inc

- Production assistant to the director, David Quillin.
- Setting up video and audio equipment to document game events and interviews.
- Interview athletes and judges.

Production Intern

2017- 2017

Gullivers Gate Museum

- Adobe CC Premiere Pro
- Adobe CC Animate
- Assist with minor production details, proof editing and concept layout.
- Work with artists to realize their vision and working process to benefit production outcome.
- Map out designs and layout at project start.

Front Desk and Reservations Supervisor

2012- 2017

Royal American Hospitality

- Team Lead
- Guest satisfaction, handling guest complaints and service recovery.
- Scheduling and employee training.
- Working closely with the managers and owners of the company to ensure each check in day runs smoothly.
- Manage and perform the registration process.
- Ask for identification for safety and accuracy.
- Direct guest check-ins and check-outs.
- Take calls, provide information and transfer calls.
- Manage accurate accounting of all rooms.
- Take reservations over the phone, through emails and in person.
- Answer queries regarding the hotel's services, charges, dining facilities, and travel directions.
- Refer appropriate departments to resolve complaints or provide suggestions.
- Contact housekeeping and maintenance departments when a problem is reported.

College Intern

2011- 2012

Walt Disney World

- Selected to participate in a highly competitive internship program within a Fortune 500 global hospitality and entertainment organization.
- Delivered consistent, high-quality guest experiences while operating within rigorous service protocols, and performance expectations.
- Collaborated with large, cross-functional teams in a fast-paced, high-volume environment, developing strong communication, adaptability, and problem-solving skills.
- Gained firsthand experience in enterprise-level operations, training systems, and organizational culture, reinforcing the importance of brand integrity, consistency, and attention to detail at scale.