

# Kathryn Suh, PMP

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## | Qualification Summary |

Kathryn has professional creative expertise and experience in web development and web marketing. Her primary expertise is planning and executing projects with creative problem solving capabilities. Past and current responsibilities include project management, print creative design, prepress management, front-end web development, online marketing, client management, and staff management.

## | Professional Experience |

### 2013-Present

#### Project Director & Owner | QnB Web | Fairfax, VA

- Consult, develop and monitor online marketing strategies for clients
- Project manages each client's online campaigns
- Strategize online marketing campaigns

### 2014-2015

#### Web Designer | Great Legal Marketing | Fairfax, VA

- Create landing pages for marketing campaigns
- Customize third-party CRM with campaign messages
- Collect and analyze web traffic performance data

### 2012-2013

#### Interactive Marketing Manager | LM&O Advertising | Arlington, VA

- Project manage interactive campaigns for both government and private sector clients
- Provide interactive marketing strategy and recommendations
- Work Performance Reporting and analysis of performance metrics
- Day to day management of task assignments, progress and completion and communicate to client, team members, and third party service providers effectively (**Base Camp**)
- Effectively support front-end and back-end integration with detailed requirement documents and low-fidelity wireframes as needed (**Balsamiq**)

### 2010-2012

#### Art Director | IMS, Inc. | McLean, VA

- Design and execute print and web creative that effectively communicates with target audience.
- Manage and enhance clients' websites with fast turnaround cosmetic improvements, updated contents, and multi-media components with combined web authoring techniques of **HTML** and **CSS** hand-coding and **Adobe Creative Suite**.
- Perform daily tasks with expertise in clean and standardized coding of **HTML**, **CSS**, and **JavaScript**.
- **SEO /Web traffic analysis and reporting/User Acceptance Testing:**  
Set up and monitor traffic patterns with **Google® Analytics** and **Webmaster Tool**. Configure campaign landing pages and tracking codes to track specific marketing campaigns to deliver most accurate statistics and ROI reports.
- **Paid Google Search campaign:**  
Executed and managed **Google® AdWord** campaign for clients seeking to increase web traffic. Updated search perimeters and daily budget to achieve over a million impressions and substantial click-thru numbers over a short period.

- Client consultation to ensure seamless execution of business objectives in online and print formats of the marketing collateral.
- Perform under **compliance** and **compatibility** driven process to best overcome any known cross-browser or cross-platform issues.
- Section 508 Compliance for PDF documents

## **Professional Certification |**

**Project Management professional PMP® Number: 1663651**

## **| Education |**

**Moore College of Art and Design | Philadelphia, PA**  
Certificate in Desktop Publishing & Computer Graphics

**Yonsei University | Seoul, Korea**  
MA in Politics

**Mount Holyoke College | S. Hadley, MA**  
BA in Eurasian Studies

## **| Areas of Expertise |**

<Software> Adobe PhotoShop, InDesign, DreamWeaver, Illustrator, Flash, Quark Xpress  
<Web authoring/SEO> HTML, XHTML, DHTML, CSS, JavaScript, Project Management software experience, Google®Webmaster Tools, Google®Analytics experience, Web performance metrics monitoring experience, W3C compliance, 508 Accessibility compliance  
<CMS/CRM/E-Commerce Solution Customization> WordPress, InfusionSoft, Plug-n-Pay, Stripe, Magento, Shopify, Prestashop  
<Other> Bilingual in Korean and English