

# CATHY T. MORNEAULT

109 Summerhill Road

Walden, VT 05843

802-535-6580

cathy@cathymorneault.com

Portfolio: [www.cathymorneault.com](http://www.cathymorneault.com)

## Professional Summary

Creative and results-driven digital marketing professional with 16+ years of experience bringing brand stories to life through social media, content creation, and design. Skilled at developing and managing content calendars, running boosted ad campaigns, producing engaging photography, video, and copy that connect with audiences and grow communities. Proficient in Adobe Creative Suite, WordPress, and email marketing with a strong balance of creativity, strategy, and analytics. Equally comfortable leading large-scale campaigns or jumping in hands-on to capture content, design assets, and engage with followers — always keeping the brand consistent, authentic, and full of good vibes.

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## Skills

- Digital Marketing Strategy – Social media management, content calendars, boosted ad campaigns, community engagement
- Content Creation – Photography, video production, copywriting, influencer and brand ambassador collaboration
- Graphic & Web Design – Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Canva, Acrobat Pro
- Web Management – WordPress, routine updates, SEO optimization, event and content management
- Email Marketing – Campaign creation, list segmentation, analytics, and engagement growth
- Analytics & Reporting – Social, web, and email performance tracking; data-driven recommendations for optimization
- Brand Management – Maintaining consistency across digital platforms and marketing channels
- Collaboration – Vendor management, freelance coordination, cross-team project leadership
- Adaptability – Balancing big-picture strategy with hands-on execution in fast-paced environments

## Experience

### **Marketing Director** – Thomas Hirschak Company, Morrisville, VT

*June 2023 – Present*

- Develop and manage social media content calendars across Facebook, Instagram, and LinkedIn, aligning posts with auctions, seasonal promotions, and community events.
- Create and oversee boosted ad campaigns, optimizing spending to increase bidder engagement and web traffic.
- Produce high-quality digital and print content including photography, video, graphics, and copywriting.
- Manage email marketing campaigns to promote auctions and events, including list segmentation and campaign analytics.
- Oversee company website updates, ensuring accurate event listings, SEO optimization, and fresh content.
- Collaborate with vendors and freelancers to deliver creative projects on time and within budget.
- Increased website traffic by 75% year-over-year, contributing to stronger customer engagement and sales growth.

### **Marketing & Office Manager** – Hyde Park Landscape, Norwich, CT

*2011 – 2023*

- Directed all marketing initiatives, including social media, web content, and seasonal advertising campaigns.
- Designed promotional materials, email newsletters, and branded merchandise to support business growth.
- Increased client transactions by 32% annually through consistent branding and targeted marketing strategies.

### **Freelance Graphic & Web Designer** – Self-Employed, Vermont & Connecticut

*2007 – 2023*

- Provided marketing, branding, and web design solutions for small businesses and organizations across Vermont.
- Designed and maintain websites using WordPress, Wix, Northeast Kingdom Online and Shopify; integrate SEO and digital advertising strategies.
- Created engaging social media content and managed paid advertising campaigns for local businesses.
- Developed promotional products and marketing collateral including logos, brochures, business cards, and branded merchandise.
- Built long-term client relationships through personalized creative services and consistent results.