

KATIE PEARSON

Experience

- 2025 **Capstone Advisor at Georgetown University**, Washington, D.C.
- 2022 - 2025 **Founder of Parrotfish**, Delaware Corporation
- Strategically scaled Parrotfish's market presence, attracting acquisition interest.
 - Earned press coverage in prominent publications, such as *The Skimm*, *Byrdie*, and *Los Angeles Magazine*.
 - Developed a comprehensive business plan and investor pitch, securing funding through a convertible note.
 - Secured retail partnerships with Erewhon, Central Market, Uncommon Goods, and other major retailers.
 - Designed shelf-ready packaging and established a cohesive brand identity across print and digital channels.
 - Sourced manufacturers and distributors to deliver 10,000 units for Bespoke Post's subscription box.
 - Represented the brand at NY NOW and Shoppe Object trade shows, engaging with prospective buyers.
- 2016 - 2022 **Senior Graphic Designer at National Geographic Partners**, Washington, D.C.
- Was the lead graphic designer for programs such as *Life Below Zero*, *Wicked Tuna* and *Big Cat Week*.
 - Created visual identities and marketing collateral for programs such as *Brain Games*.
 - Directed junior designers on building updates, including murals, elevator wraps and signage.
 - Designed event materials, including menus, signage, presentations, and invitations for the annual upfront event, a gathering marking the start of the advertising sales period for television networks.
 - Supported PR campaigns by designing press mailers featuring branded items and informational pamphlets.
 - Produced social media, website, and streaming platform graphics to promote new programming.
 - Established organizational systems and templates for upcoming show deliverables.
 - Contributed to the rollout of a corporate rebrand, updating published branding assets accordingly.
- 2014 - 2016 **Graphic Designer at USA TODAY**, McLean, Virginia
- Pitched creative concepts and developed presentations and mood boards for new campaigns.
 - Created marketing assets to support initiatives such as award season coverage and app launches.
 - Resized designs to meet a wide range of specifications for various platforms.

Skills

Brand strategy development, team leadership, CPG packaging, customer retention, conversion rate optimization, pitching, sales, e-commerce, A/B testing, layout design, digital and printed media, event execution, creating organizational structures, basic coding.

Awards and Recognitions

- 2024 **StartUp CPG - Shelfie Awards**
Winner in the Hair Care category for Parrotfish
- 2023 **Beauty Independent Beacon Award's - Sustainability Champion**
Recognized for innovative designs, impactful campaigns, and a commitment to sustainability
- 2020 **Rocket Award - Georgetown Entrepreneurship**
Awarded for having the "Most Ready to Launch Business"
- 2019 **Academy Award for Best Documentary Feature**
*Marketed *Free Solo* to press and consumers as part of the National Geographic Documentary Films team*
- 2016 **American Advertising Federation (AAF) - ADDY Awards**
Gold: Back to the Future 2 Cover Wrap Guerrilla Marketing, Silver: Back to the Future 2 - Out-of-Home Advertising, Best in Show: Back to the Future 2 Cover Wrap

Education

- Georgetown University**
2020 MPS, integrated marketing communications
- Don Quijote Spanish School**
2014 Salamanca, Spain
- Oklahoma State University**
2014 BFA, graphic design
2014 BFA, strategic communications
(advertising emphasis)

Volunteer Experience

- 2020 - present **Colonial Capital Humane Society**
Kitten Foster and Kennel Clean-Up Volunteer
- New Bern Pride**
Founding Member and Board Secretary
- Oklahoma State University Alumni Association**
DC Chapter Board Member
- Rock Creek Conservancy**
Park Cleanup Volunteer