CATY BARNETT

Eden, North Carolina | (540) 425-6480 | catybrame@gmail.com

PROFESSIONAL SUMMARY

Creative digital media professional with a Master of Science in Digital Advertising and a Bachelor of Science in Digital Design. Experienced in graphic design, 3D modeling, animation, social media marketing, digital content creation, and community engagement. Demonstrated ability to develop engaging visual content, support digital campaigns, build brand recognition, and create interactive experiences for diverse audiences. Experience in education and student support. Combines creative problem-solving with strong communication, organization, and collaboration skills.

EDUCATION

Master of Science in Digital Advertising, Liberty University **December 2023**

Bachelor of Science in Digital Design, Liberty University **December 2022**

PROFESSIONAL EXPERIENCE

Freelance Designer, 3D Model Creator & Game Developer **August 2020 – Present**

- Design and develop custom 3D models, textures, animations, and digital assets for independent games and interactive projects (Client: BuiltByBit; Deliverables in Minecraft, Animal Crossing).
- Create custom digital and printed materials, including New Faculty Orientation NCR cards and adjunct faculty planners (Client: Liberty University's Center for Teaching Excellence).
- Develop logos, business cards, and branded marketing materials to strengthen visual identity and brand recognition (Client: Brame Roofing).
- Design and 3D print customized rewards and student incentives for children's church Bible reading and memorization programs (Client: Mountainview Methodist Church).
- Create, market, and sell handmade jewelry, manage product presentation, promotional content, Patreon VIP releases, and customer communication (Company: FatCatJewelry).
- Develop original creative concepts and digital assets for independent game development projects (Companies: Start From Scratch, Growing Nowhere, and Migration).
- Produce digital assets for clients and projects through platforms such as BuiltByBit, including Minecraft and Animal Crossing-related content.

Portfolio: Design & Development | Caty Barnett

Freelance Social Media Content Creator **October 2020 – Present**

- Create platform-specific content for Instagram, TikTok, YouTube, and Reddit to encourage audience engagement and increase visibility.
- Develop promotional graphics, short-form videos, visual storytelling, and digital marketing content for online communities and social media platforms.
- Created more than a dozen viral social media posts, each generating over one million views across various platforms.
- Secure influencer sponsorships and brand collaborations (Sponsors: PopClings, Infinity Objects, Custom Items, and Team Billie Eilish).
- Coordinate community events, develop digital communications, and collaborate with team members on audience-focused initiatives (Client: Project Civilization).

Portfolio: Content & Marketing | Caty Barnett

Student Afterschool/Childcare **August 2019 – May 2020 | February 2022 – August 2023**

- Supervised and supported elementary-aged students from kindergarten through fifth grade through Knight's Club afterschool programming (Mountainview Church).
- Provided individualized academic assistance, tutoring, and homework support.
- Maintained a safe, positive, and engaging environment for student development.
- Communicated with families regarding student activities, routines, and individual needs.

CORE COMPETENCIES & SKILLS

- Digital Design & Graphic Design
- Social Media Marketing & Content Creation
- 3D Modeling, Animation
- Digital Advertising & Brand Development
- Video Editing & Storytelling
- Community Engagement & Event Coordination
- Communication & Customer Relations
- Education & Student Support

TECHNICAL SKILLS

Design & Creative Software: Adobe Creative Cloud, Canva, Blockbench, Bambu Studio, 3D Modeling & Animation, Graphic Design, Video Editing

Digital Marketing & Social Media: Digital Advertising, Content Creation, Social Media Marketing, Instagram, TikTok, YouTube, Reddit, Shopify

Productivity & Collaboration: Microsoft Office, Google Workspace, Canvas, GitHub

Emerging Technology: Artificial Intelligence (AI)