

# Catie Widmann

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# Creative Director & Strategist

## SKILLS

Creative brand strategy  
Adobe Creative Suite  
Photo retouching, image manipulation  
Graphic design for print and digital  
Commercial and editorial experience  
Video and motion editing  
Visual research  
Pitch deck conceiving and design  
Layout design for print and web  
Social media data analysis  
Custom typography  
Copywriting  
Basic 2D and 3D animation  
AI prompt writing

Deep knowledge of trends, pop culture,  
fashion and media landscape

Network of creative collaborators

Proven ability to juggle multiple projects  
focused on different brands, goals and  
visual identities

## EXPERIENCE

### Creative Director, Partner VOL 1 RECORDS, EPIC RECORDS / SONY MUSIC

JAN 2019 - PRESENT

Creative, art, and image direction for Epic Records / Sony Music recording artists and their respective collaborators. Big-picture creative growth strategies and image direction for developing artists with Gen Z fanbases and over 1B streams.

Daily collaboration with joint venture CEO and artist management to brainstorm meaningful, unique roll-out release campaigns. Develop relationships with existing and potential brand partners, crafting pitch decks tailored for each goal.

Ideate directly with artists to develop their respective identities and deliver brand standards, assets, and creative strategy to Epic / Sony corporate. Hands-on creation of 50+ single, EP, and album campaigns; including artwork, social media, and visuals for global digital and physical use. Set industry trends while competing for attention and resources in a corporation.

Develop roster fanbases through each release, planning social media feeds and monitoring fan feedback.

### Creative Producer, Video and Experiential MADE Fashion Week at Milk Studios, theFRONT

2014 - 2016, FREELANCE

Associate creative producer for short-form video content and social media content across multiple platforms during Fashion Week. Dedicated field producer for highly specialized one-off fashion and music crossover events.

Responsible for call sheets, transportation, catering, budget assistance, oversight of editors, and branded content deliverable schedule. Assured quality and timely photo deliverables for major corporate partners.

Clients include: American Express, Maybelline, Telfar, 2Chainz, Adam Selman, Jeremy Scott, Sandy Liang.

## NOTABLE HIGHLIGHTS

RIAA Certified Gold single, "Slow Dance"  
AJ Mitchell ft Ava Max, design

2024 Clio Award winning video, "Keep It" Kid Culture

Stadium Tour Visuals, Eddie Benjamin,  
Justin Bieber "Justice" Tour

## EDUCATION

Bachelor of Arts, Cum Laude  
California Lutheran University