

# KATY NORBERTO

NY 11102 | catarinanorbert@gmail.com | (917) - 597 - 0408

[www.katynorberto.com](http://www.katynorberto.com)

## SUMMARY

Creative Manager & Art Director with expertise in design leadership, global event branding, and multimedia storytelling. Skilled in building and directing creative teams, delivering campaigns that engage 300K+ audiences, and leading high-profile visual identities. Adept at balancing innovation with measurable impact, driving growth in digital engagement, audience reach, and brand recognition.

## WORK EXPERIENCE

**Design, Web & Communications Manager / Art Director (Int.Emmy® Magazine)** **2023 - Present**  
International Academy of Television Arts & Sciences

- Oversee design and production for 17+ global events/year, including collateral materials such as medals, signage and banners including tradeshow booth for MIPCOM (10K+ participants);
- Manage website content and improvements for **250K+ annual visitors** increasing active users by 91%
- Lead email strategy for a database of 35.5K+ industry contacts accomplishing a **56% open rate**
- Grow and manage a **301K+** all around social media audience, increasing reach by 30%
- Direct creative for photography and video teams at major events and campaigns
- Hired and led marketing experts, producing campaigns that increased sponsor engagement.
- Art Director for the Academy's annual magazine, developing cohesive visual identity and layout direction.

**Creative Manager** **2021 - 2023**  
Tilt and Co.

- Developed creative strategies and brand identities for diverse international clients.
- Directed production workflows for photography, video, and design assets.
- Led design teams to deliver campaigns that increased client brand recognition and drove audience growth across digital platforms.
- Managed vendor partnerships and pitched creative concepts to stakeholders.

**Content Producer & Visual Designer** **2017 - 2021**  
Sorevco

- Produced creative content strategies for digital and print campaigns.
- Directed video and photo production aligned with brand objectives.
- Managed production workflows from concept through delivery.

## EDUCATION

**Bachelor of Arts in Audiovisual and Multimedia Communication**

Lusófona University, Porto, Europe

**Languages** English (Native), Portuguese (Native), French (Basic), Spanish (Basic)

## CREATIVE PROJECTS

- Art Director, Multiplex Film Festival (2022, 2023)
- Exhibitions: Urban (R)Evolution, National Museum; Dynamic Eye, Tate Modern

## SKILLS

Creative Strategy | Art Direction | Brand Development | Digital Campaigns | Cross-Functional Leadership | Vendor Management | Event Branding | Multimedia Production | Visual Storytelling | Adobe Creative Suite | Web & Social Media Strategy