

# CONNIE L. GABELEIN (she/her)

## LET'S CONNECT

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🌐 [catladycreative.com](http://catladycreative.com)

📍 Bellingham, WA

## EDUCATION

### Master of Arts, Strategic Communications

Washington State University  
2022 - 2024

### Bachelor of Arts, Integrated Social Sciences

University of Washington  
2020 - 2022

## VOLUNTEER

### Marketing and Events

Bellingham Queer Collective  
2023-Present

### Web Design

Kauai Humane Society  
Stephanie's Hope  
2019-Present

### Board Member

Purrfect Pals  
2009-2011

## EXPERIENCE

### Web Services Manager

Washington State Department of Licensing | 2023-Present

- Leading team of web designers, developers and content strategists who support our external website and internal employee intranet.
- Championing inclusion, accessibility, equity and human-centered design across the agency.
- Driving emerging technology strategic initiatives including digital accessibility, AI, useability, and language access.

### Digital Engagement Strategist

PeaceHealth | 2020-2023

- Designing, implementing and measuring data-driven digital marketing campaigns for PeaceHealth's eight nonprofit healthcare foundations in Washington, Oregon and Alaska.
- Maximizing ROI by leveraging optimization, automation and integration tools and best practices.
- Web design and content management for external Drupal and WordPress sites and internal SharePoint intranet.
- Managing vendor relationships and coordinating outsourced marketing and communications projects.

### Co-Chair, Pride Employee Resource Group

PeaceHealth | 2020-2023

- Partnering with executive leadership and DEI staff to provide advocacy, education and support for LGBTQ+ employees, patients and allies.

## **SKILLS**

### **Graphic Design**

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Pro
- Canva

### **Web Design**

- WordPress
- Drupal
- Adobe XD
- Sketch
- Figma
- HTML, CSS, Javascript, PHP

### **Marketing**

- Google AdWords
- Google Search Console
- Google Analytics
- Constant Contact
- Mailchimp
- HubSpot
- Adobe Audition
- Adobe Premiere
- Agora Pulse
- Hootsuite

### **Productivity Tools**

- Microsoft Office
- Microsoft SharePoint
- Microsoft Project
- Microsoft Power BI
- Microsoft Power Automate
- Microsoft Visio
- Asana
- Adobe Workfront
- Microsoft Forms
- G-Suite
- Tableau
- Jotform

## **EXPERIENCE**

### **Marketing Consultant (Owner)**

Cat Lady Creative | 2019–Present

- Providing web design, brand strategy, communications, graphic design and digital marketing services for nonprofit organizations and small businesses.

### **Executive Director | Director of Community Engagement**

Purrfect Pals | 2011–2019

- Managing staff of 24+ paid employees and 600+ volunteers for a nonprofit animal welfare organization with an annual operating budget of \$1.6M.
- Responsible for all marketing, fundraising and community engagement activities including web design, content creation, brand management, print and digital graphic design, email marketing, social media, donor development and event planning.
- Partnering with Board of Directors on strategic and operational planning, budget development and financial oversight.
- Managing complex projects including database conversions, implementation of new digital tools, website redesign and a \$1.4M capital campaign

### **Senior Studios Recruiter**

NCSOFT West | 2010–2011

### **Senior Recruiter | Project Manager**

Warner Bros. Games (Midway Games) | 2007–2010

### **Software Sales Recruiter**

RightSeed Solutions | 2005–2007

### **Staffing Manager**

Ajilon | 2004–2005

### **Staffing Specialist**

Volt Services Group | 2000–2004