

KAT SERVI

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Program Manager, Digital Experience & Creative Systems | Design-trained program manager translating brand strategy into scalable, governed digital and physical experience systems.

EXPERIENCE

CBRE | *Manager, Digital Signage & Media On Account at The Coca-Cola Company* | Atlanta, GA | Nov 2023 - Present

- Own digital experience strategy and creative governance for Coca-Cola's global workplace environments, spanning 350+ digital endpoints across 48 workplaces, plus physical-digital brand installations at headquarters (water wall, flip disk wall).
- Translate global brand and communication strategy into scalable systems, templates, and standards, reducing ad hoc content requests by ~45% and improving consistency across regions.
- Designed a global content enablement system responding to 1,000+ annual requests, enabling direct user upload of on-brand content to digital screens worldwide while preserving centralized brand governance and eliminating fragmented manual workflows
- Leverage AI tools (ChatGPT, Adobe Firefly, CokeGPT) to accelerate content development, workflow automation, and creative iteration.
- Utilized CokeGPT to create custom HTML-based digital signage templates enabling non-design teams worldwide to publish on-brand content without manual design support.
- Define and operationalize creative governance frameworks that enable global teams to produce on-brand content without centralized design approvals.
- Steward content strategy and long-term programming for Coca-Cola's flip disk wall installation, balancing brand storytelling and technical constraints. Drive digital experience platform strategy and adoption, shaping operating models, governance, and enablement for global and regional stakeholders rather than day-to-day execution.
- Translate complex technical constraints and platform tradeoffs into clear, actionable guidance for non-technical stakeholders, supporting informed decision-making and system optimization in partnership with IT, AV, and vendors.
- Develop modular, reusable digital signage campaign frameworks, including Workplace Etiquette, "Did You Know?" brand history, and Earth Day company messaging, translating global brand themes into scalable workplace storytelling.
- Manage and mentor a direct report supporting global digital signage operations, providing guidance on platform management, content workflows and cross-team coordination.

The Spin Style Agency | *Social Media & Graphic Design Freelancer* | Remote | Mar 2022 - Mar 2025

- Developed and adapted branded content across TikTok, Instagram, Pinterest, and Facebook, aligning creative execution with campaign goals and platform requirements.
- Produced brand-consistent creative assets using Adobe Creative Cloud and iterated content based on performance and engagement insights. Analyzed campaign performance through quarterly reporting to inform optimization, localization, and creative refinement across channels.

NOTABLE PROJECTS (CBRE @ Coca-Cola)

GRW Hub: Global Digital Resource Platform | Built and implemented the Global Real Estate & Workplace (GRW) SharePoint Hub, working with leaders across all business functions to ensure resources were current, and accessible. Serves as a core operational system housing GRW resources and communications used day to day.

Coca-Cola Atlanta Office Campus (AOC) Art Exhibits: | Partner with the Fine Art team and Inclusion Networks to design rotating art exhibits within Coca-Cola's HQ, Atlanta Office Complex, adapting brand narrative into physical environments.

EDUCATION: Savannah College of Art and Design (SCAD) | B.F.A., Marketing | 2019-2023 | *Magna Cum Laude*

SKILLS: AI Tools & Platforms: ChatGPT, Coke GPT, Adobe Firefly

Other Tools & Platforms: Adobe Illustrator, Photoshop and Premiere Pro, Korbyt CMS, Appspace CMS, Microsoft Sharepoint.