

COURTNEY COUTURE

COURTNEY-COUTURE.COM

SUMMARY

Strategic and intuitive visual storyteller with over **10 years** of experience delivering visually compelling work across industries including small businesses, higher education, and event marketing. Known for staying ahead of design trends and adapting to diverse brand aesthetics, with a focus on immersive event branding, data-driven design, and digital experiences that bridge emotion and engagement.

CONTACT

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EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University
Master of Arts in Advertising

State University of New York Institute of Technology (SUNY IT) (Utica, NY)
Bachelor of Science in Communication & Information Design

SKILLS

- Utilizing AI generative softwares
- Brand compliance
- Client relations
- Project management
- Time management
- Motion Graphics
- Adobe Creative Suite
 - Illustrator
 - After Effects
 - Photoshop
 - Premiere
 - Indesign
- Microsoft Office
- Figma

EXPERIENCE

GRAPHIC DESIGNER
2023–

EMERSON COLLEGE

- Created bold, student-savvy static and **motion graphics** for print and social platforms, informed by a deep understanding of college trends and preferences
- Spearheaded project strategies and delivered **10+ detailed proposals** per semester, resulting in cross-departmental collaborations and streamlined project execution
- Met **100% of project deadlines** by proposing initiatives and coordinating closely with internal departments and proactively **resolving bottlenecks**, leading to more efficient workflow and improved satisfaction with teams
- Maintained uniform **brand storytelling** across all organizational departments
- Provided **creative direction** and consultation to 8+ departments, aligning messaging and design with college mission and values to enhance cohesion and brand integrity

GRAPHIC DESIGNER
2021–2023

TRIBALVISION

- Generated cohesive and engaging **cross-platform** social and digital campaigns for client brands
- Created captivating and concise **long-form reports and infographics**
- Designed high-quality **logos and visual identities** with a focus on resilience and versatility
- Produced **large-format prints** (e.g., trade show banners, signage, posters) for **10+ major events** annually, ensuring clarity, quality, and visual impact at scale
- Ensured creative executions for clients adhere to **brand standards**
- Provided on-demand design support for account teams to address emergency and **quick-turn** design needs

GRAPHIC DESIGNER
2018–2021

TURNING STONE ENTERPRISES

- Designed **1000+ assets annually** across digital, social, and print for four high-traffic nightlife venues
- Led creative execution for 12+ major events/year, including NYE and Halloween, **drawing 5,000+ attendees**
- Upheld brand standards in creative executions for casino gaming events and promotions, directly supporting casino **revenue growth**
- Worked **collaboratively** with other departments to develop monthly resort promotions calendars, distributed to 10K+ guests and staff

GRAPHIC DESIGNER
2015–2018

FOSTERMARTIN ADVERTISING

- Developed print and digital material for Casinos and Family Entertainment Centers, supporting marketing efforts that reached **thousands of customers** monthly
- Created **20+ custom logos** and promotional assets for events and brand campaigns, increasing **visual consistency** and boosting event turnout and brand recognition
- Managed monthly newsletter emails and templates
- Designed **custom die-cut** invitations for exclusive events, **coordinating directly with print vendors** to ensure accurate production, premium finishes, and timely delivery, contributing to positive client impressions and repeat business