

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

- 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 **EMERSON COLLEGE**
2023–

- Created bold, student-savvy static and motion graphics for print and social platforms, informed by a deep understanding of college trends and preferences for on-campus events and bulletins
- Spearheaded project strategies and delivered 10+ detailed proposals per semester for undergraduate admissions recruiting materials, resulting in cross-departmental collaborations and streamlined project execution
- Met all project deadlines by proposing design initiatives and coordinating closely with internal departments and proactively resolving bottlenecks, leading to more efficient workflow and improved satisfaction with teams
- 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 **TRIBALVISION**
2021–2023

- Generated cohesive and engaging cross-platform social and digital campaigns for health and manufacturing client brands
- Created captivating and concise long-form reports and infographics for B2B correspondence
- 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+ corporate conventions 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 **TURNING STONE ENTERPRISES**
2018–2021

- 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 **FOSTERMARTIN ADVERTISING**
2015–2018

- 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