

# Katie Cozzi

— GRAPHIC  DESIGNER —

## CONTACT INFO

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## EDUCATION

**UNIVERSITY OF FLORIDA**  
Online Graduate School | August 2022

Master of Art  
Mass Communication  
Concentration in Digital Strategy

**MONMOUTH UNIVERSITY**  
West Long Branch NJ | May 2015

Bachelor of Fine Art  
Graphic & Interactive Design  
Electives in Marketing & Advertising

**GENERAL ASSEMBLY**  
Online Classes, New York City

**USER EXPERIENCE DESIGN**  
Certificate Program  
September 2017 - November 2017

**DIGITAL MARKETING**  
Certificate Program  
November 2017 - December 2017

## EXPERTISE

### TOOLS OF TRADE

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
After Effects  
Premiere  
Dream Weaver  
Sketch  
Invision

### PROFICIENT IN

Word  
Excel  
Powerpoint  
Keynote  
Google Suite

## EXPERIENCE

### SEVENSTEP | GRAPHIC DESIGNER

BOSTON, MA | SEPTEMBER 2022 - PRESENT

- Design materials across a variety of formats, including sales proposals, presentations, quarterly reports, print collateral (press materials, brochures), digital content, and thought leadership pieces
- Create digital, print, and video materials for campaigns, promotional programs, and meeting/event deliverables for teams across the entire enterprise.
- Source appropriate imagery and graphics as needed that align with brand and style guidelines
- Collaborate with internal marketing team, and outside vendor partners to conceptualize and execute materials that meet brand standards
- Work with Manager on development and clarification of creative assignment, timeline, and budget, and share accountability in delivering against project requirements and stakeholder expectations

### IXIS DIGITAL | GRAPHIC DESIGNER

BURLINGTON, VT | JANUARY 2022 - SEPTEMBER 2022

- Build Keynote decks for use in client meetings, as client deliverables, and iterate with feedback, as needed
- Create style guides and templates (decks, reports, data visualizations, etc.) for data scientists to use
- Create and design social media for the company monthly
- Work with Marketing manager and contract graphic designer to establish the company voice and brand

### HOMEBRIDGE FINANCIAL | GRAPHIC DESIGNER

ISLEIN, NJ | NOVEMBER 2019 - JANUARY 2022

- Work with the Marketing support team to deliver custom projects to completion through a project management system (Asana).
- Design digital and traditional marketing materials in line with company branding.
- Execute digital materials such as emails (through CRM software), social media and digital ads.
- Monthly social media calendar designs and executed approximately 30 posts per month including photo research and design.
- Work with the IT Department/Web Developer to manage landing page buildout including planning and design of module builds on Wordpress. Design landing pages in compliance with company brand guidelines, but are custom to individual Loan Officers.

### SNOW JOE • SUN JOE | JUNIOR GRAPHIC DESIGNER

CARLSTADT, NJ | NOVEMBER 2018 - NOVEMBER 2019

- Collect product specs, photography and package dielines from overseas vendors to design product packages and communicate with vendors and external photographers for imagery.
- Leverage brand guidelines and work with the Creative Director to design high-impact packaging, manuals and labels.
- Collaborate with the e-commerce team to produce compelling marketing deliverables for sales pitches including presentations, images, mock-ups and graphics.
- Partner with the Digital Marketing team to create content strategy, content calendar, social media contests, posts, and graphics across all social media platforms.

### NICKLAUS MARKETING | GRAPHIC DESIGNER

MORRISTOWN, NJ | JULY 2018 - OCTOBER 2018

- Designed creative products such as e-blasts, websites, motion graphics, social media posts, print material, newsletters, direct mailers and other marketing assets.
- Created and maintained creative processes to develop products that exceed client goals.
- Conducted creative meetings and collaborated with account management team to develop creative strategies with the clients needs in mind.

### VISION CREATIVE GROUP | GRAPHIC DESIGNER

MORRIS PLAINS, NJ | NOVEMBER 2016 - MAY 2018

- Developed ads, web banners, website designs, multi-page spreads, in-store POP displays, FSI's, coupons, and social media assets.
- Worked closely with the Creative Director and Senior Designers to fulfill client needs.

### APPLEGATE FARMS | JUNIOR GRAPHIC DESIGNER

BRIDGEWATER, NJ | OCTOBER 2015 - JUNE 2016

- Worked closely with the Senior Designer to create new packaging artwork .
- Simultaneously working with print vendors and co-packers to meet deadlines.
- Worked cross-functionally with Product Management and Sales team members to create point-of-sale print materials.