

Katie Cozzi

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Design lead with 10+ years of experience with brand, design, presentation, digital, and content production teams. Skilled in creative operations, team leadership, workflow optimization, and enterprise brand management. Proven success building scalable design systems, leading organizational rebrands, and partnering with executive stakeholders to deliver high-impact marketing initiatives.

Experience

Kelly Services | Troy, MI

Creative Services Manager, ETM | August 2025 - Present

Graphic Designer, ETM | May 2024 - August 2025

- Built and lead a team of four designers within the ETM marketing organization.
- Oversee digital, print, presentation, and video assets for enterprise initiatives.
- Manage intake, prioritization, and creative workflows across multiple projects.
- Provide creative direction and ensure brand consistency across all deliverables.
- Partner with senior executives and business leaders to develop strategic communications, presentations, and enterprise initiatives.
- Collaborate with global teams and vendors to execute enterprise campaigns and support the corporate rebrand.

Sevenstep | Boston, MA

Graphic Designer | September 2022 - May 2024

(Sevenstep was acquired by Kelly Services in May 2024)

- Designed proposals, presentations, reports, print collateral, and thought leadership assets.
- Developed digital, print, and video materials for enterprise campaigns and events.
- Created scalable templates and design systems that streamlined workflows and strengthened brand consistency across the organization.
- Partnered with executive leaders to create presentations and marketing materials supporting key business initiatives.
- Collaborated with internal teams and external vendors to deliver projects on time and within scope.

Monmouth University | West Long Branch, NJ

Adjunct Professor of Graphic Design | September 2022 - Present

- Teach undergraduate courses in graphic design, branding, and digital media.
- Develop curriculum aligned with industry trends and emerging technologies.
- Mentor students in design thinking, portfolio development, and career readiness.
- Instruct using Adobe Creative Suite, motion graphics, and digital design tools.
- Lead critiques and provide feedback to strengthen creative work and presentation skills.

IXIS Digital | Burlington, VT

Graphic Designer | January 2022 - September 2022

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

Homebridge Financial | Iselin, NJ

Graphic Designer | November 2019 - January 2022

Snow Joe + Sun Joe | Carlstadt, NJ

Junior Packaging Designer | November 2018 - November 2019

Nicklaus Marketing | Morristown, NJ

Graphic Designer (contract) | July 2018 - October 2018

Vision Creative Group | Morris Plains, NJ

Graphic Designer | November 2016 - May 2018

AppleGate Farms | Bridgewater, NJ

Junior Graphic Designer | October 2015 - June 2016

Education

University of Florida

Online Graduate School

August 2022

Master of Art in Mass

Communication: Concentration in Digital Strategy

Monmouth University

West Long Branch, NJ

May 2015

Bachelor of Fine Art

Graphic & Interactive Design

Electives in Marketing and Advertising

General Assembly

Online Classes, New York City

User Experience Design

Certificate Program

2017

Digital Marketing

Certificate Program

2017

Expertise

Tools of Trade

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- After Effects
- Premiere
- Figma

Leadership & Strategy

- Creative Team Leadership
- Creative Operations
- Workflow Management
- Resource Planning
- Brand Governance
- Stakeholder Management
- Cross-Functional Collaboration
- Vendor Management
- Presentation Strategy
- Marketing Campaign Development
- Creative Direction

Proficient In

- Word
- Excel
- Powerpoint
- Keynote
- Google Suite