

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

IXIS DIGITAL | GRAPHIC DESIGNER

BURLINGTON, VT | JANUARY 2022 - PRESENT

- 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 scientist 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.

GRAFIX SOLUTIONS | GRAPHIC DESIGN INTERN

SAYERVILLE, NJ | MAY 2014 - SEPTEMBER 2014

- Scaled, designed and edited templates for large-scale printing.
- Created artwork for vehicles, trucks, windows, billboards and murals.