

# Hello my name is Courtney

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## Marketing Designer | Digital Marketing Specialist

Results-driven marketing professional with a background in graphic design and hands-on experience executing multi-channel marketing campaigns across email, social media, print, and trade shows. Proven ability to support brand growth, increase customer engagement, and manage marketing assets from concept to production. Entrepreneurial mindset with experience building a six-figure e-commerce business through product design, digital marketing, and customer-focused strategy.

## Experience

2023 – Current

### MARKETING, GRAPHIC DESIGNER – 5B'S

Execute multi-channel marketing campaigns across email, social media, print, and trade shows to support brand visibility and customer engagement. Design and produce a wide range of marketing assets including catalogs, advertisements, email campaigns, and social media content while maintaining brand consistency. Collaborate with sales and marketing teams to develop promotional materials aligned with business goals, support website updates and digital content management, and assist in planning and executing trade show efforts including booth design, promotional campaigns, and lead generation. Create customer-facing mockups and personalized marketing materials to support sales initiatives while managing multiple projects and deadlines.

### Owner & Designer

#### REED CREATIVE DESIGN | 2018 – 2023

Built and scaled a successful e-commerce business to six-figure revenue within four years as a sole owner/operator. Developed product designs, branding, and marketing strategies to drive consistent online sales while managing product listings, SEO optimization, and competitor research to improve visibility and conversions. Executed product photography and content creation to enhance brand presentation and oversaw all business operations including order fulfillment, customer service, and inventory management, maintaining high customer satisfaction and operational efficiency.

### Graphic Designer

#### LIVE! TECHNOLOGIES | 2013 – 2018

Designed high-impact presentation decks and visual assets for major corporate clients including Honda, Nationwide, and Scotts Miracle-Gro. Created motion graphics and visual content for large-scale corporate events and conferences, developing executive-level presentations of 60+ slides displayed on large-format screens for national audiences. Collaborated with cross-functional teams to deliver visually compelling, brand-aligned content while managing long-term projects that required detailed planning, organization, and execution.

## Skills

### MARKETING & STRATEGY

- Digital Marketing Campaigns
- Email Marketing & Automation
- Social Media Strategy (TikTok, Instagram, Facebook)
- Content Creation & Branding
- Trade Show & Event Marketing
- Customer Engagement & Lead Generation

### TOOLS & PLATFORMS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Canva
- Omnisend
- SAGE Platform
- Shopify / Etsy
- Microsoft Office / Google Workspace

### ADDITIONAL EXPERIENCE & MARKETING PROJECTS

- Managed email marketing campaigns and audience segmentation
- Developed social media content strategies including TikTok video concepts
- Designed geofencing and digital ad creatives
- Supported trade show logistics, promotions, and customer engagement efforts



## Current Job Tasks

This is a list of my current job responsibilities that I have learned and expanded upon over my time at my current job.

### Overall Tasks:

- 5B's catalog updates
- Catalog printing/ordering
- Business card updates/printing
- Updated zoom presentation
- SAGE online platform updates
- SAGE purchase order review audits
- SAGE banner ads
- Customer apparel mockups
- Product photography
- Email campaigns and planning
- Social media video/concepts
- Tiktok social media presence
- Facility tour promotional material
- Website updates
- Patch ordering
- Personalized marketing flyers for sales
- Mockups and designs for sales manager
- Sending embroidery files to digitizing

### Trade show:

- Promotional event emails/social posts
- Booth banners design and ordering
- Sample boxes mailed and curated
- Design/manage patch hat sample giveaways
- Geofencing ad designs
- Promocorner ads monthly/weekly
- Update omni send from trade show lists
- Hat bar management of goods
- Booth set up/preparation
- Sales conversations with show attendees

### Promotional items:

- Trade show hat sample designs
- Patch sample designs
- Patch sample ordering
- Patch sample packet designs
- Patch postcard designs/ordering
- Postcard inserts for catalog
- Shirt/Hat hang tags for samples
- Trade show bag giveaways
- Promo pro daily ads
- Customer supplied patch hat samples for trade show
- Email signatures
- HR materials

### Retail Design:

- Research current trends
- Design apparel artwork
- Choose pantone colors
- Artwork file proofs
- Photograph retail merchandise