

Katie Cozzi

— GRAPHIC



DESIGNER —

CONTACT INFO

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EDUCATION

UNIVERSITY OF FLORIDA
MASTER OF ART IN
MASS COMMUNICATION
CONCENTRATION IN DIGITAL STRATEGY

ONLINE GRADUATE SCHOOL | AUGUST 2022

MONMOUTH UNIVERSITY
BFA CONCENTRATION IN
GRAPHIC & INTERACTIVE DESIGN
ELECTIVES IN MARKETING &
ADVERTISING

WEST LONG BRANCH NJ | MAY 2015

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

HOMEBRIDGE FINANCIAL | GRAPHIC DESIGNER

ISLEIN, NJ | NOVEMBER 2019 - PRESENT

- 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.
- Create production materials such as brochures, flyers and print ads
- Execute digital materials such as emails (through CRM software), social media and digital ads.
- In charge of monthly social media calendar designs. Executes approximately 30 posts per month including photo research and design.
- Work with the IT Department/Web Developer to manage landing page buildout on Wordpress.
- Assist with planning and design of module builds for the backend of Wordpress.
- Design landing pages in compliance with company brand guidelines, but are custom to individual Loan Officers.
- Develop Adobe XD prototypes for IT/Web Developer for production.
- Lead team discussions of WordPress landing pages and Corporate Website user flows.

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.
- 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.
- Retouch product photography in photoshop to deliver website and print-ready images.
- Communicate with vendors and external photographers for imagery.
- 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.
- Headed photo/video shoots and edited all media.
- 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.
- Presented rough layouts of concepts by submitting for feedback and approval.

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, FSIs, 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.