

COURTNEYSODEN

GRAPHIC DESIGNER.

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EDUCATION

Fairleigh Dickinson University
Madison, New Jersey • August 2015 - May 2019

Bachelor of Arts in Graphic Design
Double Concentration in Web and Print Design; Minor in Advertising
3.96 GPA

SKILLS

Adobe Illustrator • Adobe Photoshop • Adobe InDesign
Adobe Dreamweaver • Adobe Lightroom • WordPress
Microsoft Office • Microsoft PowerPoint • Microsoft Excel

EXPERIENCE

MJH Life Sciences
Cranbury, New Jersey • June 2019 - Present

Publication Graphic Designer

- Work on Spectroscopy, LCGC North America, LCGC Europe, and LCGC brands and publications
- Rebranded and redesigned Spectroscopy publication and logos
- Communicate with sales, editorial and design teams on a daily basis

Susan G. Komen Central and South Jersey
Lawrence Township, New Jersey • May 2019 - Present

Marketing & Special Events Coordinator

- Design branded graphics, videos, fact sheets, programs, brochures, banners, signs, postcards
- Maintain and update Affiliate messaging on website, Medium blog, social media channels, email, and more
- Design logos for Affiliate events
- Plan and execute daily social media posts and stories on Instagram, Facebook, Twitter
- Edit monthly podcasts for Spotify, Apple Podcasts, and Audioboom
- Developing Kick Off Party campaign for online and print platforms

Kimberly Daley, Children's Author
Jackson, New Jersey • January 2019 - Present

Illustrator & Social Media Coordinator

- Established brand guidelines
- Designed author's logo
- Plan and develop weekly social media content for Instagram @author.kimberlydaley
- Illustrated complete children's book, "Meatloaf Beatloaf"
- Produced promotional banner, postcards, handouts, flyers, bookmarks
- Served as photographer for professional headshots
- Designed author's website

INTERNSHIPS

Susan G. Komen Central and South Jersey
Lawrence Township, New Jersey • September 2018 - May 2019

Graphic Design & Creative Intern

- Designed printed branded promotional materials for all Affiliate events
- Created promotional branded graphics for Affiliate's online presence on social media accounts, website and emails
- Photographed 2018 More Than Pink Walk, Pink Power Party, Metastatic Breast Cancer Conference for use with marketing materials
- Developed advertising campaign for Giving Tuesday

First Looks Advertising Agency
Plainfield, New Jersey • May 2018 - August 2018

Advertising Intern

- Developed advertising campaigns for new clients
- Wrote weekly blog posts for At A Glance email blast
- Composed script for Pine View Terrace promotional video
- Designed infographics, website layouts, advertisements, and handouts for client presentations
- Performed Search Engine Optimization, utilized Google AdWords, Rank Tracker, and Facebook Ad Manager
- Composed lists of product and brand names for clients
- Produced Ticket Brochure and Program Cover for The Plainfield Symphony, recognized by Harold Prince

Studio Montclair
Montclair, New Jersey • January 2018 - May 2018

Graphic Design & Public Relations Intern

- Established social media presence on Instagram
- Planned promotional posts to advertise the new studio space
- Developed exhibition informational pages on website using WordPress
- Assisted with hanging art exhibitions
- Utilized Constant Contact for both weekly "Artist Calls" and promotional grand opening emails
- Sent event press releases to media agencies about grand openings

Move For Hunger
Asbury Park, New Jersey • May 2017 - August 2017

Graphic Design Intern

- Designed graphics for September Hunger Action Month campaign
- Created promotional infographics for organization's website and email
- Prepared branded print materials for sponsor gift boxes
- Produced all flyers and social media graphics for summer and fall food drive events
- Constructed informational banners for nationwide conference events