



## ABOUT

Smart, passionate, and creative design professional skilled at building client relationships and delivering results from concept to completion. A leader capable of cultivating ideas and propelling a vision forward.

## EDUCATION

George Mason University  
School of Art and  
Visual Technology  
Graphic Design Certificate

University of North  
Carolina at Chapel Hill  
BA Journalism and  
Mass Communication

## SKILLS

Adobe Creative Cloud:  
InDesign  
Illustrator  
Photoshop  
Filmora  
Photography

## PORTFOLIO

[www.CourtneyAllenCreative.com](http://www.CourtneyAllenCreative.com)

## EXPERIENCE

### **Graphic Designer, United Shore Professional Baseball League** *Rochester, MI (2022)*

In-house graphic designer responsible for all print and digital marketing, including web graphics, email campaigns, social media, speciality logos, signage, flyers, posters, mailers, roster cards, game schedules, corporate sales brochure, and game-day program.

### **Graphic Designer, Public Relations, Rochester Hills Public Library** *Rochester, MI (2019–2021)*

Designed and created all library marketing materials including 16-page quarterly newsletter, posters, flyers, brochures, fundraising materials, digital signage, logos, and social media graphics across six library departments.

### **Principal Designer, Courtney Allen Creative** *Rochester, MI (2005–present)*

Conceptualize and design logos, corporate identity packages, marketing materials, advertisements, and websites for a variety of small-business clients.

### **Teaching Assistant, University of Florida Online** *Gainesville, FL (Fall 2017 and Summer 2019)*

Developed graphics and assisted with course management for Digital Communications Theory.

### **Communications Director, National Council of Coast Guard Spouses** *Washington, D.C. (2015–2018)*

Designed and published quarterly newsletter. Maintained the National Council's website and social media presence. Developed content and shared information to keep members informed and engaged.

### **Regional Recruiter, SUNY Maritime College** *Throggs Neck, NY (2002–2005)*

Represented Maritime at college fairs and networking events. Created email and marketing campaigns to increase recruitment and enrollment.

### **Account Executive, The Hartford Courant** *Hartford, CT (2000–2001)*

Developed relationships with clients in assigned sales territory, generating \$2.4 million in recruitment advertising revenue.

### **Sponsorship Coordinator, The Durham Bulls** *Durham, NC (1999)*

Greeted and assisted corporate sponsors before and during games. Supervised and coordinated giveaways, contests, camps, and promotions.