



COURTNEY POTTENBURGH

GRAPHIC DESIGNER

CONTACT

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-  860.726.3396
-  /courtneypottenburgh

EDUCATION

ASSOCIATE'S DEGREE IN GRAPHIC DESIGN

Tunxis Community College | Aug 14 - May 16

- Graduated with a 3.73 GPA
- Achieved Dean's List recognition
- Honor Society Member: Phi Theta Kappa 2014-2016

BACHELOR'S DEGREE IN GRAPHIC DESIGN

Central Connecticut State University | Jan 17 - Jun 21

- Graduated with a 3.68 GPA
- Achieved Dean's List recognition
- Graduated with Cum Laude Honor

REFERENCES

Albert Lee | Studio Manager, MetLife (Retired)

646.265.8966 | thinc.fat@verizon.net

Mike Bloniasz | General Manager, The Webster

508.963.0315 | bloniaszm@gmail.com

Tina Rice | Professor, Graphic Design, CCSU

860.773.1620 | ricetil@ccsu.edu

SKILLS

Illustrator CC
Photoshop CC
InDesign CC
After Effects CC
Microsoft Office Suite (Word, Excel, PowerPoint)
Corel Painter
Adobe Acrobat Pro
MailChimp
Project Management Tools (Workamajig/Workfront)

EXPERIENCE

GRAPHIC DESIGNER

Visionary Marketing Partners | Nov 21 – Dec 24

- Lead in the design, development, and implementation of branding and marketing for multiple clients
- Worked with the Owner to brainstorm, ideate, and produce engaging, on-brand content across multiple platforms for each client
- Redesigned company letterhead, business cards, and PowerPoint presentation templates with modern aesthetics
- Built compelling presentation decks, one-pagers, and other marketing materials issued regularly by the Owner to the entire company plus potential customers and current clients
- Designed promotional event materials like business cards, banners, and backdrop for use at tradeshows for multiple clients
- Created data analytic reports and stat sheets to analyze each area of the marketing campaigns for the Owner and clients, i.e., social media, ads, emails, and website data
- Worked with multiple clients to design and develop new brand logos and websites
- Researched and produced prospect lists of potential clients through target marketing for new and existing clients
- Designed the layout and graphics for new email campaigns for clients to help gain potential customers
- Created and designed performance-based websites, landing pages, banner ads, emails, direct-mail flyers, and postcards for multiple clients

BOX OFFICE MANAGER | VENUE MANAGER

CT Live – The Webster Theater | Oct 10 – Oct 21

- Managed daily operations of the box office and the entire venue
- Provided customer service, assisted customers, and resolved customer inquiries/complaints
- Performed secretarial office duties
- Analyzed and coordinated box office and show reports
- Merchandised and promoted shows
- Hired, trained, and supported the development of new employees

FREELANCE GRAPHIC DESIGNER

MetLife, Inc. | Jan 16 – Oct 16

- Researched and purchased stock photography
- Cataloged and archived internal image library
- Created quality fliers, brochures, and banner ads per the specifications of the Production Manager
- Produced programs, agendas, and corporate materials for executive-level meetings and conferences, adhering to strict corporate brand guidelines

INTERMEDIATE PRODUCTION DESIGNER

MetLife, Inc. | Jan 15 – Dec 15

- Collaborated with the creative director and senior designers to create quality fliers, brochures, and banner ads per the specifications of the Production Manager
- Produced programs, agendas, and corporate materials for executive-level meetings and conferences
- Researched publications, Peanut® art branding, stock photography, and company practices to adhere to style guides