



[courtneycroitori.com](http://courtneycroitori.com) | [c.croitori@gmail.com](mailto:c.croitori@gmail.com) | 949-554-3124 |

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I'm a passionate driven marketing and design professional with 10+ years in advertising, news, magazine, fashion brand, and corporate experience. Expertise in design and development of print and digital marketing, leveraging prior copywriting experience to optimize campaigns. Enthusiastic team player and creative problem-solver; self-directed, optimistic, and detail oriented emphasizing quality, timeliness, and communication.

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## skills

- Art Direction
- Print Production
- Typography
- Graphic Design
- Web/Basic HTML
- Digital Asset Management
- Features Writer
- Project Management
- Product Styling

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## experience

CPS INSURANCE SERVICES 2015 – Present  
**Graphic Designer / Marketing Associate**

Development and design of print and digital media projects including: logo design, flyers and templates, corporate identity pieces, brochures, marketing kits, presentations, team headshots, tradeshow/conference materials, website banners, email assets, and lead pages. Selected accomplishments:

- **Communicating** effectively by articulating ideas with my marketing team, senior management, sales colleagues, and print/industry vendors to provide and successfully convey creative solutions.
- **Created all print and digital assets** for eBook Campaigns used to drive engagement and increase sales for customer growth and retention.

JOHN WAYNE ENTERPRISES & JOHN WAYNE CANCER FOUNDATION 2014 – 2015  
**Art Director / Marketing Manager**

Art direction for print, website and social media channels for John Wayne Enterprises and the John Wayne Cancer Foundation including: brand guides, corporate identity and logo design, print and digital ads, packaging, brochures, one sheets, posters, signage, media kits, in-studio photoshoot planning and product styling. Selected accomplishments:

- **Launched, designed and wrote** a monthly internal calendar and newsletter created to improve employee morale and product knowledge.
- **Successfully managed** a team of photographers and stylists to produce John Wayne: The Style Issue magazine, to engage and increase customer retention and promote brand awareness.

DRAPERS AND DAMON'S 2009 – 2014  
**Graphic Designer**

Design of fashion catalogs, slip mailers, print ads, posters and covers and release of catalogs to print. Collaborated closely with the executive team, art director, and copywriters. Maintained a shot-list and sketchbook for the design team, photographers and stylists used on location and at studio photo shoots. Selected accomplishment:

- **Successfully art directed** studio photo shoots; managing product stylists and photographers to produce visually appealing clothing and accessory lay-downs, off-figures, hanging and stacked merchandise, jewelry, shoes, and handbag photography to enhance brand in the marketplace.

ST. JOHN KNIT'S  
**Graphic Designer**

2007 – 2008

Design of all print collateral; trunk show invitations, hang tags, seasonal brochures, look books, mailers, corporate stationery, posters, signage for runway shows, for sales and retail divisions. Attended press checks for color accuracy of all offset work to ensure brand precision and accuracy. Selected accomplishment:

- **Developed** visually impactful marketing pieces and managed press checks for color consistency to meet brand standards in support of all sales and retail divisions.

ORANGE COUNTY REGISTER / SQUEEZE OC MAGAZINE  
**Graphic Designer**

2005 – 2007

Development of custom print ads for news advertisers, the design of cover artwork and layouts for SqueezeOC weekly magazine, art direction of studio and on-model photography, and reporting and copywriting on multiple entertainment topics. Selected accomplishment:

- **Provided creative copy**, research, and development of written editorials related to fine and modern art, design, fashion, the performing arts, and food and wine critiques, for print and online channels. Samples upon request.

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## technical skills

**OS/Platforms:** Mac OS

**Applications:** InDesign, Photoshop, Illustrator, Acrobat, Word, Excel, PowerPoint.

**Web:** FTP Clients, Basic HTML, WordPress, Active Campaign, Mail Chimp, LeadPages.

**Imaging/Print:** Retouching, resizing, image preparation, RGB vs CMYK, pre-press, layout.

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## education

Bachelor's Degree in Graphic Design. Art Institute of Fort Lauderdale, Fort Lauderdale, FL (2000)

