

Courtney Matous

Marketing & Creative Professional

Profile

Creative Professional with 10+ years of experience in the Marketing, Creative & Business space. I also have many years of experience in Event Management and Social Media. I am a creative spirit who is very well organized and manages time wisely. I thrive in both slow and fast paced environments. Eager and motivated, I am seeking a position where I can grow, be challenged, and make an impact in my field.

Academic History

Texas A&M University

BS in Visualization: Graphic Design

2011 – 2015

- Minors in **Business Administration and Art & Architecture History**
- Received the **Professional Event Management Certification**

Skills

Technology & Software

Adobe Creative Suite | HTML & CSS | Wix
WordPress | SquareSpace | Revize | Salesforce
Hubspot | Figma | Unbounce | Canva | Slack | Wrike
Trello | Jira | Workfront | Asana | Microsoft Office
Windows & Microsoft

Professional

Graphic & Web Design | Project Management
Event Coordination & Management | Social Media
Marketing | Print Production | Photography

Contact

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Professional Career

Graphic Designer | Farmer's Business Network

2024 – 2025 (*position impacted by company restructuring*)

- Achieved **integrated campaigns & projects** using details, color, & photography, aligning with the brand style guide.
- Led & designed multiple projects simultaneously within designated timelines, while maintaining regular communication with team members & stakeholders.
- Collaborated with cross-functional teams to communicate design guidance & strategic decisions, contributing to **brand continuity & best practices**.

Graphic Designer | DigniFi

2022 – 2024 (*position impacted by company restructuring*)

- Achieved visual designs including **print & digital mediums for point of sales marketing** while maintaining **ownership of the brand style guide**.
- Led integrated campaigns & initiatives, including a **website brand refresh**, by providing designs & guidelines with a detailed focus on typography, color theory & photography selection in addition to content review & approval.
- Collaborated with cross-functional teams on **trade show assets & coordination** as well as **social media channel management**.

Marketing & Creative Lead | DriveCentric

2021 – 2022 (*position impacted by company restructuring*)

- Achieved visual designs including **print & digital mediums for point of sales marketing** while maintaining **ownership of the brand style guide**.
- Led integrated campaigns & initiatives, including a **website re-design**, by providing layouts & guidelines with a detailed focus on typography, color theory & photography selection in addition to content review & approval.
- Collaborated with cross-functional teams including C-Suite on **marketing content strategy, calendar/travel/budget management, trade show coordination, and social media**

Communications & Marketing Coordinator

City of Waxahachie

2019 – 2021

- Achieved creation of **original designs & messages used in public media relations, digital media, social media, & printed collateral** while maintaining **ownership of the brand style guide**.
- Led integrated campaigns & initiatives, including **coordination of special programs & events** as well as **event & location photography & videography**.
- Collaborated with cross-functional teams on **department communications, media relations, & budget management**.

Held various Design & Event Coordination roles from 2013 – 2019

