

# COURTNEY MATOUS



## CONTACT



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WAXAHACHIE, TEXAS

## EXPERTISE / SKILLS

### TECHNOLOGY / PROFESSIONAL

#### ADOBE CREATIVE SUITE

i.e. Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, Dreamweaver, etc.

#### HTML & CSS

WIX, WORDPRESS, SQUARESPACE, REVIZE

HUBSPOT | FIGMA | CANVA

#### PROJECT MANAGEMENT SOFTWARE

Asana, Workfront, Trello, & Slack

#### MICROSOFT OFFICE SUITE

WINDOWS & MACINTOSH SYSTEMS

PRINT PRODUCTION & MANAGEMENT

#### PHOTOGRAPHY

Specializing in Portraits, Events, & Landscapes

### PERSONAL

CREATIVE SPIRIT

PROFESSIONAL

ORGANIZED

TIME MANAGEMENT

TEAM PLAYER

FAST LEARNER

MOTIVATED

## PROFILE

Creative Professional with 8+ years of experience in Print and Digital Media Design. I also have many years of experience in Marketing, Event Management, and Social Media. Eager and dedicated, I am seeking a position where I can grow, be challenged, and make an impact in my field.

## EDUCATION

### BACHELOR OF SCIENCE TEXAS A&M UNIVERSITY

DECEMBER 2015

Major: Visualization specializing in Graphic Design

Minors: Business Administration | Art & Architecture History

### PROFESSIONAL EVENT MANAGEMENT CERTIFICATION TEXAS A&M UNIVERSITY

## EXPERIENCE

### DRIVECENTRIC, INC. 2021 TO PRESENT

#### DIRECTOR OF MARKETING & CREATIVE

JAN 2022 TO PRESENT | At the start of 2022, I was given the opportunity to take on the role of Director of Marketing & Creative. In addition to maintaining my responsibilities as the Creative Designer, my position includes managing campaign processes from start to finish. I am actively taking a role in not only content design creation, but content strategy, social media, lead generation, and campaign reporting. I actively manage multiple projects at one time and collaborate with key stakeholders across all departments of DriveCentric. Another significant responsibility I have in this role, is managing our automotive trade shows and events. I create and manage the budgets for each event, and I manage the exhibitor registration process from start to finish. I also am responsible for the travel coordination for employees as well as on-site management of our exhibit.

#### CREATIVE DESIGNER

2021 TO JAN 2022 | As the Creative Designer, I was responsible for the visual designs for digital ads, websites, blogs, emails, social media, print, content and sales collateral, data infographics, and more. I had a strong knowledge of the company's brand, and I used this knowledge to create and review any content that was published. One significant project I took part in was the re-design of our corporate website, drivecentric.com.

## COMMUNICATIONS & MARKETING COORDINATOR CITY OF WAXAHACHIE

2019 TO 2021 | As the Communications & Marketing Coordinator, I created original designs and delivered messages used in public media relations, digital media, social media, and printed collateral. This included newsletters, brochures, advertisements and various promotional graphics all for internal and external audiences. I coordinated and implemented special programs and events. I documented these special events in addition to promotional city location spots through photography and videography, as well as, edited the captured content used in the print and digital media I designed. I coordinated every department's communications, PR/marketing, and media relations needs. I performed administrative duties, such as, budget management.

## GRAPHIC DESIGNER HD VEST FINANCIAL SERVICES

2016 TO 2019 | As the Graphic Designer, my responsibilities included designing all print and digital media including logo/brand development, packaging, flyers, brochures, signage (conferences & corporate office), email templates, web pages, direct mail, social media ads and imagery. I also was the photographer for company events and employee headshots. I managed the company's brand standards by implementing it into all content, advising employees on how to use the brand, and reviewing content created by employees using designed templates. I also helped lead the brand strategy and implementation for our company's re-brand. I was sought after by the Executive Leadership Team to lead in the strategy and creation of their keynote presentations for meetings and conferences. I was responsible for planning a variety of events for the department and the corporate company. Planning these events from start to finish, included strategy and research, vendor relationships, on-site management, and attendee follow-up. I managed the corporate social channels for conferences. In this role, I created and maintained the social media calendar, created copy and graphics for posts and kept up with posts to maintain interactions with our followers.

\*\*Received HD Vest Employee Recognition Award for Best Collaboration

## GRAPHIC / WEB DESIGNER TEXAS A&M CENTER FOR TEACHING EXCELLENCE

2014 TO 2016 | My responsibilities included website management and design, digital and print design including logo development, flyers, brochures, posters, and social media imagery, managing our social media channels; designed and took care of the production of our CTE Monthly Newsletter; assisted with planning and implementation of meetings, courses and events. I also led a small team of student workers, and was responsible for photography and videography for the department.

## ASSISTANT / INTERN ALL THINGS PLANNED

2014 TO 2015 | Assistant responsible for helping the coordinator plan and run weddings and events. I attended vendor meetings, and I helped advise clients on their events.

## FREELANCE WORK DESIGN & EVENT MANAGEMENT

2013 TO PRESENT | DESIGN: I have created designs for various industries such as local bands, festivals, marketing agencies, Roling® Bodywork, and more. This includes pieces in print and digital media such as CD artwork, billboards, flyers, posters, websites, brand creation, books, etc.

EVENT MANAGEMENT: I have managed many weddings and events, including the Ennis Czech Music Festival, involving planning logistics, vendor coordination, day-of coordination, and more.

