

JOSEPHINE COUSINEAU

GRAPHIC DESIGNER & CREATIVE MANAGER

CONTACT

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Portfolio:
josiecoussineau.com

EDUCATION

Communication Design B.A.
Elon University
2018 - 2022

Media Analytics B.A.
Elon University
2018 - 2022

Digital Art Minor
Elon University
2018 - 2022

SKILLS

PERSONAL

- Project management
- Communication
- Collaboration
- Problem solving

PROFESSIONAL

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Microsoft Word
- PowerPoint
- Figma
- Mailchimp
- Google Slides

CREDENTIALS

- Figma Certificate - SaaS Design
- Adobe Illustrator LinkedIn Skill Assessment
- Adobe Photoshop LinkedIn Skill Assessment

EXPERIENCE

Graphic Design Intern

SAM-LAB | May 2021 - August 2021

Junior Graphic Designer

SAM-LAB | April 2022 - January 2023

- Conceptualized, designed and implemented creative graphics and content (Ads, PDFs, Facilitator Guides etc.)
- Developed and designed layouts, inclusive of copy and images specific to the client
- Assisted in updating the company website using WebFlow
- Updated existing presentations to match new brand guidelines
- Communicated with clients directly and successfully analyzed and applied feedback
- Managed and completed multiple projects across different clients simultaneously

Lead Graphic Designer & Creative Content

The Island School | January 2023 - January 2024

- Created all graphic materials including flyers, PDFs, social media graphics, presentations, and campus signage
- Maintained the company website using Wordpress which consists of updating the blog, publications, forms and updating imagery
- Conceptualized and created video content to increase engagement
- Tracked metrics and created reports on social media insights to implement new strategies
- Photographed events and research for social media channels, promotional materials, and newsletters
- Collaborated with other departments to ensure brand guidelines are implemented correctly
- Designed items for the school store (stickers, flags, pennants, keychains)
- Curated posts and copy for social media and publications (LinkedIn, Instagram, and Facebook)

Multimedia Creative Manager

Brady United Against Gun Violence | February 2024 - Present

- Designed informative print materials to communicate the organization's mission and increase donor interest and support
- Oversaw brand consistency across all platforms by maintaining visual standards and regularly updating the organization's style guide
- Designed merchandise for the organization's online shop, as well as unique event products for marketing and brand awareness
- Conceptualized and executed new campaign designs, branded and unbranded, to increase awareness and community impact
- Translated legal and policy projects into high-quality, digestible visuals
- Created branded social media graphics and assisted with writing and publishing content to support campaign goals
- Created dynamic short-form videos using tools like Adobe Premiere Pro and CapCut, enhancing storytelling and audience engagement
- Documented key events through photography, producing high-quality visuals for social media, digital platforms, and marketing materials