



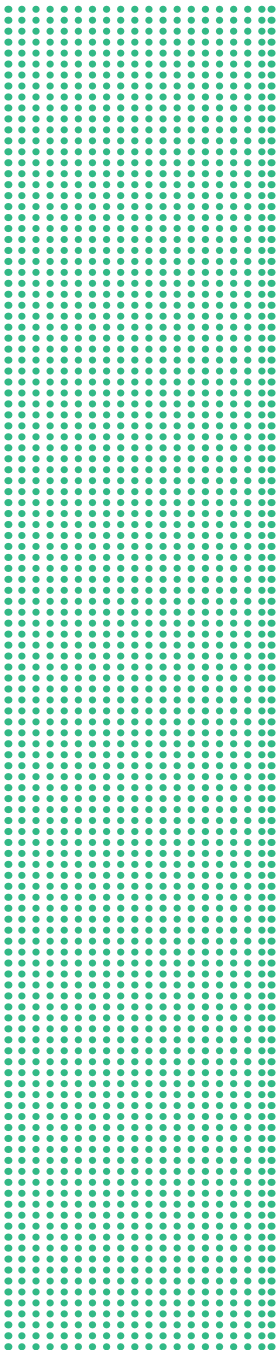
MICHELLE
COTENNEC

GRAPHIC
DESIGNER

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Education

Stonehill College – Easton, Massachusetts
Bachelor of Arts Degree in Graphic Design, 2012
Minor in Communications – GPA 3.4, GPA in Major 3.7

Computer Skills

Adobe Creative Suite CC; InDesign, Photoshop, Illustrator, Muse, Basic HTML, Weebly, Wordpress, Microsoft Word, Powerpoint, Excel

Experience

Senior Graphic Designer, New York City, NY Spring 2015 – Present
TOWN Residential – Luxury Real Estate Firm

- Design branding, marketing, and sales materials for all company departments in addition to over 500 Real Estate Representatives. These materials include print and digital advertisements, brochures, logos, website design, style guides, e-blasts, direct mailers, presentations, and other various marketing initiatives.
- Create brand identities for a variety of new and existing buildings from start to completion, from logos and mood boards to the execution of all necessary design elements thereafter. This includes all branding assets, large format graphics/signage, event collateral, website design, print and digital advertising, and other marketing collateral.
- Manage external partners and vendors (graphic artists, writers, developers, printers, etc.) and other internal designers to ensure effective execution of all materials.

Graphic Designer, Woburn, MA Fall 2012 – Winter 2014
InScribe & Paparté – Personalized Gifts & Paper Goods

- Conceptualized, designed, and implemented visual merchandising graphics for both retail locations and trade show booths.
- Attended trade shows (Atlanta Gift Market & The National Stationery Show) to direct and manage the set up and break down of booths, as well as to contribute to the sales team by presenting, pitching and selling directly to buyers.
- Successfully developed, executed, and managed integrated marketing plans for B2B and B2C clients nationwide.
- Strategized and implemented the company's social media marketing campaigns across several platforms.
- Assisted in all procedures related to the roll out of new products, packaging, and in-store merchandising. This included product research, testing and manipulation, determining physical product and packaging specs, developing in-store display solutions, designing B2B and B2C marketing collateral, and creating and managing new SKUs and UPCs.
- Print buying, preparing files, and writing purchase orders for print vendors.

Graphic Design Intern, New York, NY Winter 2010 – Spring 2011
House Beautiful – Home Décor Magazine

- Responsible for the development and execution of promotional pieces such as media kits, advertorial comps, brochures, sell sheets, invitations, event collateral, logos, and signage for both the sales and marketing departments.
- Identified and interpreted graphic design needs and developed responsive design concepts.

Graphic Design Assistant, Cold Spring, NY Summer 2010 – Fall 2011
Putnam County News & Recorder – Newspaper

- Oversaw the design, edit and layout of two community newspapers including articles, headlines, paid advertisements, and other newspaper components.
- Consulted with clients to achieve a concept for their advertisements.

Related Experience

- Brand Identity creation for The Finished Thread, 2016
- Product & Packaging Designer at Amscan; Licensing Department of Party City, 2015
- Freelance Designer for Jean Marzollo, Children's Author, 2011
- Computer Instructor at the Butterfield Library, 2010
- Artist & Designer at the Garrison Art Center, 2009