

COURTNEY HOCKING

CREATIVE MARKETING PROFESSIONAL

CONTACT

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EDUCATION

2013-2017

EDINBORO UNIVERSITY OF
PENNSYLVANIA

Bachelor of Fine Arts |
Graphic Design

SKILLS

- Adobe Creative Suite
 - Illustrator
 - InDesign
 - Photoshop
 - Bridge
 - Lightroom
- Microsoft Office
- CorelDRAW
- Typography
- Identity/Branding
- Packaging Design
- Promotional Design
- Interactive Design
- Social Media Management
- Publication Design & Layout
- Print Production
- Vinyl Design/Application
- Branding Strategies
- Image Manipulation
- Logo Creation & Design
- Brand Image Management
- Advertising

PROFILE SUMMARY

Experienced and results-driven Marketing Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

EXPERIENCE

Marous Brothers Construction

03/22 - 02/06

Graphic Designer

- Designed and produced print and digital materials for internal and external communications, ensuring brand consistency.
- Managed content for the in-house digital board system, redesigned the company Intranet, and maintained the public-facing website.
- Developed proposal materials in compliance with RFP requirements to support business development.
- Oversaw sourcing and customization of employee gifts, including milestone awards, baby baskets, and wedding gifts.
- Designed the annual report, created presentations and awards, and managed creative assets for corporate events, including the annual Service Awards Ceremony and Holiday Party.

Superior Beverage Group

08/17 - 03/22

Graphic Designer

- Designed custom point-of-sale and event materials for Ohio's beer and wine industry, supporting brand promotions and retail displays.
- Developed visually engaging marketing materials that adhered to brand guidelines and enhanced customer engagement.
- Executed high-quality designs under tight deadlines in a fast-paced environment.
- Collaborated with sales and marketing teams to create impactful campaigns that increased brand visibility and market presence.