

 336.847.4270

 evie@cottamdesigns.com

eviecottam

SKILLS

Strategic Planning
Budgeting
Brand Identity
Logo Design
Concept Development
Digital Marketing
Marketing Materials
Pre-Press and Print Production
Photography
Video Production
Communication Audit
Production Scheduling
Work-Flow Management
Team Building
Content Management

TECHNOLOGY

Adobe Creative Suite

- *InDesign*
- *Illustrator*
- *Photoshop*
- *Acrobat*

Microsoft Office

- *Word*
- *Excel*
- *PowerPoint*

Production Management

- *WorkZone*
- *AirTable*
- *Oracle*
- *Workflow*

EDUCATION

CONCORDIA COLLEGE
Moorhead, MN
BA
*Business Administration -
Marketing and Advertising*

EXPERIENCE

CREATIVE DIRECTOR/ART DIRECTOR

Cottam Designs (June 2004 to Current)

Branding design and development. Strategic planning. Marketing materials. Photography and video art direction. Pre-press and print management. Content writing.

ACCOUNT MANAGER

Creative Services (September 2016 to January 2019)

Manage projects. Develop creative plans. Oversee creative scheduling. Coordinate and art direct photography. Press approvals. Managed most of High Point University's printed and digital materials.

CREATIVE DIRECTOR

RSVP Communications (May 2000 to December 2004)

Directed the creative vision for major corporate clients. Managed creative production process. Supervised both in-house staff, freelance designers, and outsourced work.

DIRECTOR OF ADVERTISING, MARKETING, AND PUBLIC RELATIONS

Eastern Music Festival (January 1997 to May 2000)

Responsible for all advertising and public relations for student recruitment, concert series, and fundraising events.

PROJECT COORDINATOR

Alderman Studios (June 1991 to January 1996)

Coordinated all merchandise and creative direction with client directed layouts for major furniture and retail clients.

PROJECT COORDINATOR

Jansen-O'Neil Productions (January 1987 to January 1989)

Coordinated all pre-production, production and post-production activities for medical, sports, and industrial clients.

Portfolio available for viewing at
www.cottamdesigns.com