



Coy Rushton

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**www.callmecoy.com**

Senior Creative Designer with 10+ years of experience in Graphic Design and Marketing. Produced high performing, integrated marketing content on or ahead of expected deadlines. I'm an expert in delivering exceptional business results and delighting customers throughout the customer journey.

## Relevant Work Experience:

### Graphic Designer, Audio Enhancement

03/2023 – Present

- Create and develop print and digital marketing collateral including brochures, flyers, banners, advertisements, etc.
- Ensure brand consistency across different areas including advertising, photography, and web development, among others.
- Enhance brand recognition through promotion of our overarching sales concepts and products

### Senior Creative Designer, PRMI

03/2020 – 01/2023

Led the marketing design efforts of a top 30 Independent Mortgage Bank with over 260 branches nationwide. Responsible for developing content that grew branch recruitment and increased loan volume for the organization.

- Assisted with the creative development of company re-brand, brand style guide and production of marketing collateral including print, direct mail, video, web, social and digital media
- Developed creative content for integrated borrower targeted strategies resulting in an 18% increase in YOY loan volume
- Developed branded social media content that led to a 33% YOY increase in customer engagement (likes and shares)
- Able to understand Strategic and Creative Briefs in the execution of creative content
- Developed creative content for company's business development initiative resulting in a 23% YOY average increase in branch recruitment
- Oversaw and mentored members of the design team to ensure quality of work and consistency of brand execution of all marketing material
- Developed and implemented integrated marketing with an emphasis on video editing and motion graphics to improve engagement, sales growth, and brand recognition

## Skills:

Adobe Creative Suite  
Animated Motion Graphics

Video Filming and Editing  
Print and Digital Content Design

Brand Development and Execution  
Creative Direction

### Freelancer

06/2013 - Present

- Logo design, brand identity development and execution
- Conceptual development and execution of integrated marketing materials, including digital and traditional print methods

### Graphic Designer, PRMI

06/2017 – 02/2020

- Responsible for the conceptual development and execution of integrated marketing materials as requested by field members, including social media, digital ads, flyers, brochures, etc.
- Maintained items stored in online marketing portal and digital asset management systems
- Resolved complex design issues with innovative and practical solutions while still maintaining federal regulations
- Developed templates for corporate and field use through a variety of programs including but not limited to Adobe Acrobat, Adobe Express, and Microsoft Office

### Marketing Systems Admin, PRMI

03/2015 – 06/2017

- Managed, maintained and supported multiple CRM platforms and vendors
- Developed and administered multiple mobile apps

### Published Illustrator

04/2015

- Illustrated children's book, 'Dog's Dawn'
- Supported book sales through production of digital and print collateral

## Education:

### Bachelor of Science Advertising - 2013

The Art Institute of California, San Diego