

Courtney Redmon

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📷 ourt.co

Education.

TEMPLE UNIVERSITY

Journalism, B.A. 2018

- + Concentrations in Visual Communication and Advertising: Art Direction
- + Art minor
- + University Honors program

Tools.



Skills.

WRITING

Journalistic and Academic Writing, Copywriting, Editing

PROFESSIONAL

Public Speaking, Leadership, Project + Task management, Interpersonal Communication

BRANDING + MARKETING

Market Research + Strategy, Target Audience Surveying, Positioning, Messaging

Achievements.

LEW KLEIN EXCELLENCE IN THE MEDIA

Klein College, Temple U. (2017)

DAVID L. WOMACK SCHOLARSHIP

Klein College, Temple U. (2017)

FIRST PLACE LAYOUT/DESIGN (DIV. I)

Student Keystone Press Award (2017)

DESIGN OF THE YEAR FINALIST

Associated College Press (2017)

GRIDIRON FOUNDATION AWARD

George Washington U. (2014)

Professional.

DESIGN INTERN

Cohere [At Media] – Philadelphia, PA

Fall 2017

- + Working closely with Marquis & Co. for the company and its three brands: HipCityVeg, Bar Bombon, and Charlie was a sinner.
- + Researching, developing, and executing strong, cohesive branding and marketing for Marquis & Co. and its associated brands
- + Designing both internal and external print and digital branding assets and collateral for various clients as needed

Spring 2017

- + Designed print and digital assets and assisted in and creating, curating, and maintaining clients' brand identities
- + Helped with copywriting, marketing, and merchandising tasks as needed

DESIGNER

Lia Diagnostics – Philadelphia, PA

May 2017 - present

- + Researching, developing, and communicating brand identity
- + Designing both internal and external print and digital branding assets and collateral

DESIGNER

The Temple News – Philadelphia, PA

Aug. 2016 - present

- + Producing graphic illustrations and publication designs for weekly print newspapers, particularly for special issues and longform content
- + Assisting in print and digital rebranding

STUDENT DESIGNER

Fox School of Business – Philadelphia, PA

Aug. 2016 – present

- + Designing and producing print and digital assets and collateral for the Fox School of Business and STHM at Temple University

BRAND AMBASSADOR

Banana Republic – Saucon Valley, PA

May 2014 – Sep. 2015

- + Observing and experiencing how a large-scale company brands itself both internally and externally on a thorough and considerate level
- + Understanding the crucial role branding plays in engaging, influencing, and connecting with consumers.