

# Courtney Tosches

40 Drake Lane West Lebanon, NH 03766 C. 603.252.0657

Please visit: [www.toschesdesigns.com](http://www.toschesdesigns.com) for online portfolio

## Education

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### **Southern New Hampshire University**, Hooksett, NH

B.A. Graphic Design, 2008

Magna Cum Laude, GPA 3.72

### **Technical Skills - Mac & PC Platform**

- *Adobe Creative Suite CS4 including Photoshop, Illustrator and InDesign*
- *Quark Xpress 6 and 8*
- *Dreamweaver CS4*
- *Flash CS4*
- *Adobe After Effects CS3*
- *Adobe Soundbooth*
- *Photography skills*
- *Excellent drawing, painting and artistic abilities*

### **Professional Skills**

- *Quick to learn computer applications and software*
- *Flexible and able to adapt to a changing work environment*
- *Strong attention to detail and focused on the output of quality work*
- *Ability to be creative in strategic marketing for projects and annual company outlook*
- *Experience with developing marketing plans*
- *Ability to self-lead and work independently*

## Experience & Publications

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### **Marketing Associate**

M2S, Inc., West Lebanon, NH 09/09 - Current

- *Design print marketing collateral to support sales efforts, product knowledge, and tradeshows*
- *Create flash banners for company website*
- *Develop flash demonstrations and videos for advertisement, informational, and training purposes*
- *Write, develop, and post web content to company website using Drupal content management system*
- *Develop, execute, and monitor SEO of company website including the use of organic and paid optimization techniques*
- *Write content for newsletters and press releases*
- *Development of branding guidelines*
- *Assist Marketing Manager in product plans and marketing strategy*

### **Marketing Director**

Coldwell Banker - Redpath & Co. Hanover, NH 01/08 – 09/09

- *Create print ads for magazines such as the Dartmouth Alumni, Upper Valley Life, Quechee Times and more*
- *Create brochures, postcards, flyers*
- *Develop and implement marketing strategies for high-end residential and commercial real estate listings*
- *Maintain brand identity and standards*
- *Maintain company website: [www.cbredpath.com](http://www.cbredpath.com), build agent websites, create and perform SEO*
- *Compile monthly statistics of company and website performance.*
- *Write and post monthly e-newsletter and real estate related articles on company website*
- *General administrative tasks, various IT and troubleshooting*

**Marketing Assistant**

Coldwell Banker - Redpath & Co. 02/05 - 09/06

- *General ad copy and design for newsprint: The Valley News, The Connecticut Valley Spectator, Vermont Standard, Common Sense, The Kearsarge Shopper, SooNipi, Wall Street Journal and NY Times*
- *Design flyers and brochures*
- *Updating of mailing lists in Excel*

**Donation of logo design for UV 4 Haiti Benefit**

A fundraiser to benefit Partners in Health in their effort to aid victims of Haiti earthquakes

January 2010

[www.uv4haiti.com](http://www.uv4haiti.com)

**St. Lawrence University Alumni Council HTML Email Design**

Email to support the sale of clothing for the Alumni Council

November 2009

St. Lawrence University

**Best of Show: Student Category**

20th Annual Exhibition 2008

NH Creative Club

"Give me your tired" creative print design

**Top Juror's Award**

McIninch Art Gallery

SNHU, Hooksett, NH

Community Art Show 2007

"Three Children in a Darfurian Refugee Camp" oil on canvas

**Primary Photography: A collaboration between NHIA and SNHU**

NHIA Fuller Hall, Manchester, NH

Various photography documenting the 2008 NH Primary Election

**Typographica 2: Student & Faculty Exploration & Experimentation in Graphic Design**

Postcard design and displayed photography and design

**Published Photography**

- *Amoskeag: The Journal of Southern New Hampshire University, Spring 2008*
- *The Manatee: Spring 2008*