

Courtney Tosches

40 Drake Lane, West Lebanon, NH 03784 C. 603.252.0657

Education

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 including Photoshop, Illustrator, and InDesign*
- *Dreamweaver*
- *Flash*
- *After Effects*
- *Soundbooth*
- *QuarkXpress*
- *Microsoft Office Suite*
- *Excellent drawing and photography skills*

Professional Attributes

- *Integrity and strong work ethic*
- *Highly creative*
- *Quick to learn new skills and applications*
- *Flexible and able to adapt to a changing work environment*
- *Strong attention to detail and focused on producing quality work*
- *Ability to self-lead and work independently*

Experience, Publications, & Exhibitions

Marketing Associate

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

- *Design print marketing collateral to support sales efforts, product knowledge, and tradeshow*
- *Create and implement messaging and design for marketing campaigns*
- *Create flash banners for company website*
- *Develop flash demonstrations and videos for advertising, informational, and training purposes*
- *Create, develop, and post web content to company website using Drupal content management system*
- *Develop, execute, and monitor search engine optimization strategy using organic and paid optimization techniques*
- *Utilization of Google web analytics and AdWords campaigns*
- *Develop content for newsletters, press releases, and case studies*
- *Development of branding guidelines*
- *Assist 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 others*
- *Create brochures, postcards, flyers and other marketing materials*
- *Develop and implement marketing strategies for high-end residential and commercial real estate listings*
- *Maintain brand identity and standards*
- *Maintain company website, build agent websites, create and perform search engine optimization*
- *Compile monthly statistics of company and website performance.*
- *Create 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 and maintaining 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

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*

Websites:

www.toschesdesigns.com

www.relaxandcallmeg.com

www.eastman-lake.com