

Senior content developer specializing in analytic driven designs across digital and print platforms. I have over eight years of experience as a graphic designer, working as an in-house, agency, and freelance designer. I have created websites for companies, individuals, and organizations, such as e-commerce artist sites, CT tourist attractions, and non-profits. I regularly use analytic tools to create information graphs for management review meetings, as well as trends to track the overall growth of a company's presence online and I, use analytics to make decisions on what to change and what is successful.

Courtney Lytle

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Knowledge

- Adobe
 - Illustrator
 - Photoshop
 - In Design
 - Premier (Video)
 - After Effects (Animation)
- Website Development / Content
- SEO Copy-writing
- Google Ads / Analytics
- Work-From-Home (6 Years)
- Constant Contact (Email)
 - Pardot
 - Hubspot
 - Mailchimp
- Social Media Marketing
- Project/Customer Management
 - Salesforce
 - Monday Workflow
- Microsoft Suite / 360

Education - 2014

Bachelors in Fine Arts
Central Connecticut State University

Client Account Associate: Win BIG Media - 2021 - Current

As the Client Accounts Associate my day-to-day responsibilities include designing promotional marketing materials, managing client requests, tracking conversions and leads, using business analysis tools, automation setups like tagging and email marketing, copywriting, website content, social media marketing, and Google ad campaigns.

Marketing Manager: Sodexo - 2021 - Current

As the Marketing Manager of Dining services at the University of New Haven I am responsible for coordinating and directing all marketing activities throughout my department. Responsible for event planning, promotional offers, multi-site communication / deliverables, signage, social media, and email correspondence. Planning and execution of monthly events calendar to engage students in participating in on campus events, limited time retail offers to drive more revenue to certain locations, merchandising, and the over-all appearance of dining locations. In this role I manage a Marketing Coordinator and a student worker who help me execute events, limited time offers, and the look and feel of the dining spaces. Work daily with managers, clients, the District Manager and Vice President in all matters relating to marketing, to help establish and maintain a solid and mutually beneficial business relationship.

Digital Marketing Specialist: GENROSE Stone and Tile - 2021 - 2021

As a part of a marketing team, I designed creative consumer-facing initiatives including but not limited to brochures, in-house and vendor graphics, new product launches, promotions, website materials, email, and content on all social media platforms. Maintained company brand identity with consistent messaging to help increase sales and profitability. Responsible for all content/ copywriting for Facebook, Instagram, LinkedIn, and Hubspot including digital room scenes, video creation, and GIF designs. Researched and execution of SEO copywrite to improve overall organic web traffic to the website through product descriptions and blogs. Assisted in the completion of a new website build, with the main goal of increasing user interaction and ease of use, resulting in higher contact form submissions and digital sales. Compiled, designed, and presented digital analytic reports to track marketing metrics and show results of campaigns.

Senior Marketing Coordinator: Strain Measurement Devices - 2017 - 2021

As the company's first marketing employee, I started my position by designing cohesive brand languages for the company and its sister company. I developed two websites heavily focused on SEO copy write to drive online organic traffic. Through the use of Pardot, I incorporated tracking links and intuitive contact forms

to capture customers' information to cultivate leads through the sales team. I regularly wrote blogs that include trending keywords and links to related products to regularly drive traffic to the sites and to rank higher in search positions. A large part of my role was producing product marketing packages that contain technical information, designed to target diverse markets. I worked closely with engineers, sales, upper management, and our branch in the UK. I acquired projects from numerous sources while personally maintaining priorities and deadlines. Another large part of my position was the creation of logos, animations, videos/ photos, and ISO app icons for higher customer engagement. With a main focus on digital marketing I made sure to actively track digital trends to focus copy writing for blog posts, web pages, and Google Ad campaigns. I input data, designed graphics and used formulas to create captivating and informative analytic reports for manager review meetings and monthly reporting.