

Caroline Kosciusko

Creative Director | Visual Designer & Illustrator

Contact: carolinekosciusko@gmail.com | (860) 480-1440

Results-focused professional with hands-on experience in overseeing marketing, branding, and graphic design over multiple departments and organizations within a company. Oversees marketing team, supporting numerous and complex workloads, and maximizing company imagery while maintaining brand image.

QUALIFICATION SUMMARY

- Capacity to develop and grow company image, branding, and reach.
- Creative marketing strategies with social media platforms, print advertisements, and B2B partnerships.
- Adept at collaborating with marketing teams across several departments to develop branding initiatives and strategies.
- Design presentations, sell sheets, and infographics for unique situations while contributing to the development of the broader design system of the brand.
- Well-versed in business operations and production with well-established and grassroots businesses.
- Expert with Adobe Photoshop, Illustrator, and InDesign, as well as Procreate, Canva, social media platforms, and website design.

EXPERIENCE

Creative Director *Ex Novo Brewing Co.*

JULY 2021 - PRESENT

Elevated company branding, strategically develop marketing campaigns, and launched annual sold-out events

Immensely improved company operations and communication systems while developing and heavily improving existing processes across all departments

Established successful sales strategies for sales teams across all states while staying within federal regulations and requirements

Designed and illustrated 100+ beer can labels

Developed new website and introduced new capabilities elevating blahhhhhh

Marketing & Creative Designer *Great Falls Brewing Co.*

SEPTEMBER 2018 - JANUARY 2023

Rebranded brewery cans and bottle labels to a more uniform and bold appearance. Devised 40+ cans and bottle labels for company. Designed brewery clothing, glassware, and mugs for mug club. Established partnership between GFBC and Lime Rock Park to provide value-added services and B2B advantages.

- Steered the company's social media campaigns to attain the best business goals.
- Heavily assisted in the operations leading up to the grand opening of the brewery and launch parties opening weekend.
- Maintained company website and published bi-weekly & monthly newsletters for the general public and exclusive Mug-Club letters.

Creative & Brand Manager *CG Sports Management*

NOVEMBER 2018 - JULY 2020

Introduced branding for various Olympic athletes including custom logo design, personal/business websites, and athlete-specific merchandise. Supported Olympians Lia Neal and Jacob Pebley with the founding of "Swimmers for Change", a grassroots movement including 30+ Olympic, Paralympic, and US National team athletes to facilitate conversations within swim communities to fight against systemic racism in sport.

- Performed as the Senior Manager of Branding and Creative at CG Sports Co as well as hosted CG Sports Network Daily Shows with Olympic Athletes from all over the world.
- Formulated podcast covers for podcasts and special series.
- Managed the Social Media Team and Content Creation team

Brewery Guide & Designer *Two Roads Brewing Co.*

OCTOBER 2019 - MARCH 2020

Conducted brewery tours of brewing facilities, packaging facilities, and experimental brewing facility, including in-depth tours of brewery dozens of different foudres, aging environments, cultivation tanks and coolship spaces. Designed and illustrated all of the experimental brewing facility's tapboards while maintaining brewery branding.

- Provided excellent customer service and taproom guide experiences while broadening customer's knowledge on sour and experimental brews.
- Designed custom-illustrated chalkboard signs for each beer on tap at Two Roads Brewing Company and Area Two Experimental Brewing that aligned with the company's branding guidelines.

Digital Media Specialist *Salisbury School*

MARCH 2017 - MARCH 2018

Designed school's new logo, website, established brand colors, and new social media platforms as well as grew existing social media following by 21%. Published blog posts and attained marketing goals with consistently released newsletters. Worked directly with the marketing team, alumni relations, admissions, and administration to create custom graphics for all campaigns and advertisements, including social media and magazine advertisements.

Director of Social Media *Swimming World Magazine*

MAY 2014 - JULY 2017

Launched social media platforms and established the Social Media Internship Program for instructing college students to run and manage campaigns, report during live swimming events, and create basic social media graphics. Traveled often to report on events live and manage a team worked remotely. Conducted interviews of Olympic and professional swimmers and sent the notes and stories to team for editing and posting on our website in real-time.

EDUCATION

Springfield College, Springfield, MA — Bachelor of Science

SEPTEMBER 2008 - MAY 2012

Majored in Graphic Design with a minor in Communications.
4-year collegiate athlete, 2-time All American.
New Student Orientation Leader 2009-2012

ADDITIONAL WORK

Program Director, LEAD Sports Summit
Assistant Swim Coach, Staples High School