

# Cole H. Kugler

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## EXPERIENCE

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### The Partnership

09/2023 - 03/2024

Design / Art Director (Contract)

- Collaborated with social team to develop a monthly posting schedule
- Executed 35 individual pieces of content a month for The Partnership social channels
- Played an integral role in the comprehensive rebranding initiatives for NCH Medical Group across platforms
- Designed 13 flyers, 12 rack cards, and 8 posters along with other assets to help increase brand awareness
- Facilitated seamless communication with other teams and clients throughout entirety of projects
- Successfully coordinated and executed multiple projects concurrently, ensuring adherence to deadlines and achieving successful completion

### Doner

11/2021 -03/2022

Design / Art Director Internship

- Designed a custom webpage for the quarterly client newsletter
- Assisted with the redesign of online marketing materials for The UPS Store during holiday season
- Assisted with the creation the brand Identity and materials for annual UPS Store franchises convention, Ensuring consistent and clean messaging across all platforms
- Participated in collaborative meetings throughout design process in order to inform and maintain communications with clients and directors
- Exemplified meticulous attention to detail in retouching, composing, and color correcting artwork prior to final dispatch, guaranteeing the delivery of high-quality materials

### Freelance

02/2019 - Present

Art Direction

- Formulated innovative concepts and strategies for diverse digital projects, spanning from banner ads to email marketing campaigns
- Crafted comprehensive brand identities for clients, overseeing the creation of logos, social media assets, and campaign concepts from inception to completion
- Provided creative direction and guidance to a team of freelance designers
- *Planned and designed a website for a client, ensuring alignment with brand objectives and delivering a visually appealing and user-friendly digital platform.*
- Captured photo and video assets for clients to use across social platforms

### Winston Staffing Services LLC

05/2019 - 06/2021

Administrative Assistant | New York

- Performed general clerical and office duties
- Assisted payroll department with biweekly and monthly payouts for employees
- Supported the marketing team by conducting research to optimize online presence leading to a 5% increase in visibility

## EDUCATION

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**Denver AD School** | Portfolio School - Creative Advertising

Aug 2023

- Focus on art direction and graphic design

**University of Miami** | BSC - Creative Advertising

May 2019

- Minor - Interactive Design and Fine Art

## SKILLS

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Microsoft Office Suite | Adobe Creative Cloud | Photography | Graphic Design | Art direction | Illustrator | Brand Development