

JOSH CORN

DESIGN // MARKETING // SOCIAL MEDIA

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ABOUT ME

- 15+ years experience working as a graphic designer
- 10+ years working in creative marketing, managing and executing campaigns for clients of all sizes across multiple industries
- Strong communication and presentation skills in both internal and client-facing interactions
- Ability to take minimal and complex directions to complete projects successfully and on time
- Excellent at working both within groups and independently to develop creative concepts

WORK EXPERIENCE

FREELANCE DESIGNER/CONSULTANT Asheville, NC

(2024-2025)

- Developed logos, branding, social media, and marketing materials for clients across a diverse range of industries
- Responsible for collaborating with clients independently to understand project goals, budgets, and timelines and using this information to craft comprehensive marketing plans
- Managed multiple projects simultaneously and provided effective communication during the revision process to ensure final assets would be delivered in a timely manner

SENIOR ART DIRECTOR Gelia

(2021-2023)

- Worked closely with account executives and other creative team members to manage the proper creative execution across a variety of marketing campaigns
- Ensured brand and design consistency across all design materials
- Key role in the onboarding process and management of new creative team members, working with them to improve workflow and providing concise and constructive feedback when necessary

ART DIRECTOR Gelia

(2019-2021)

- Provided impactful graphic design solutions that achieve communication and strategic goals set out by our clients
- Assisted with the design and development of compelling campaign concepts that resonate with a variety of different target audiences
- Consistently handled feedback in a positive and efficient manner, resulting in the best possible end-product for our clients

ART DIRECTOR Progress Software

(2016-2019)

- Member of internal design team, reporting directly to the Creative Director to develop design assets that support our company and customers
- Worked with external customers (Oracle, Salesforce, and Infor) to properly integrate their branding into our creative marketing materials
- Assets include whitepapers, e-books, case studies, web + print ads, paid social ads, email marketing, application interfaces, videos and more

PRODUCT MARKETING INTERN Progress Software

(2014-2016)

- Collaborated with product managers and product marketing managers on developing concepts and executing the overall visual design for a wide variety of campaigns
- Developed the language and visual design for social media campaigns on channels with over 100k followers

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe Acrobat Pro
- Dash/Sprout
- Hootsuite
- Microsoft Office
- Google Analytics
- Web Development
- Figma
- UX/UI Design
- HTML/CSS

EDUCATION

- UNC Chapel Hill
 - B.A. Media & Journalism (2016)

AWARDS

- ADDY Award Winner
 - 2022
 - 2021
 - 2020