

COURTNEY J. THORNTON

Creative Director | Art Director | Graphic Design

Strategic problem solver with 15+ years experience in graphic design and creative direction. Successfully created engaging, on-brand consumer experiences for 45+ companies resulting in over \$5MM in revenue. Demonstrated ability to successfully lead and align creative teams through innovative cross-functional collaboration. Delivering integrated marketing communication solutions – on-target, on-budget, and on-time.



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Norfolk, MA

WORK EXPERIENCE

Conlega Design Agency • Franklin, MA • May 2017–Sep 2023

Creative Director

- boutique agency focused in the Healthcare and Medical Device fields – clients include Boston Scientific, Cardinal Health, Angiodynamics, Fresenius Medical Care, Haemonetics, ThermoFisher Scientific, Perkin Elmer, Medtronic, Galatea Surgical, LGC Diagnostics and Cabot Corporation
- collaborate with multi-disciplinary teams to effectively achieve brand, product and program development for multiple deliverables with rapid turn-around times
- hands-on, soup-to-nuts approach with up to 20 simultaneous projects: from custom briefs, strategies, and creative guidelines, to partnerships with legal & regulatory departments to deliver on-brand, compliant graphic design solutions for B2B/B2C including photography, direct mail, packaging, variable data emails, landing pages and microsites, tradeshow booths, brochures and catalogs

Boston Interiors • Stoughton, MA • Feb 2016–Apr 2017

Creative Manager

- creative direction and execution for photography, broadcast, and marketing initiatives including POP, in-store, in-home, and print and digital campaigns
- manage agency, corporate and field partnerships; mentor jr. design staff
- implemented process improvements for all in-store retail signage, cutting operational costs and improving overall store efficiencies

CVS Health • Woonsocket, RI • Aug 2012–Feb 2016

Sr. Creative Manager

- creative direction and implementation for retail pharmacy and healthcare critical business initiatives, store/program expansion, and in-market pilots; including the ground-breaking removal of cigarettes from all retail stores, and the pilot launches of Optical and Audio stores, and Buy Online Pick-Up In-Store programs (i.e. broadcast, photography, store display, packaging, direct mail, email, and website campaign assets)
- cross-functional partnering with product and program developers, marketing executives, account services and agencies; management of in-house team of designers, programmers and copywriters
- optimize creative output and cross-functional team operational efficiencies through custom project management software tools for more than 25 concurrent projects

SKILLS

Graphic Design
Design Direction + Mentoring
Strategic Creative Development
Multi-Channel Marketing
Brand Management
Advertising Strategy
Cross-Functional Collaboration
Project Management
Photography + Photo Direction
Creative Presentations
Print + Digital Graphics
Direct Marketing
Event Marketing + Collateral
Catalogs + Annual Reports
e-Books
Interactive Design
Web Design
Typography
Logo Design

SOFTWARE / HARDWARE

Adobe Creative Suite
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Adobe GoLive
Flash
Quark
e-Docker
Microsoft Office
Microsoft Word
Microsoft PowerPoint
JIRA
Final Cut Server
AutoCAD
Wordpress
Wix
Mac + PC

Babson College • Wellesley, MA • Feb 2009–Aug 2012

Art Director

- lead internal and external marketing communications - including art direction and execution, photo-journalistic on-site photography, styling and casting for video and photography shoots
- drive conceptual ideation through execution for marketing international and domestic events and communications - logos and branding identities, brochures, sell sheets, installation pieces, environmental infographics, posters, banners and signage, viewbooks and supplemental materials, packaging, emails, websites, animations, print and digital media
- optimized creative efficiencies through project management guidelines and custom project tracking software creation and implementations

Staples • Framingham, MA • Mar 2007–Feb 2009

Art Director

- lead creation of traffic-driving and sales-effective creative design for critical business initiatives through photography, store display, packaging, in-home and digital campaign assets
- drive conceptualization and implementation for new product launch marketing (i.e. Dell, HP, Avery, Staples Small Business, Staples Best Tech, Staples EasyTech, and Staples One Touch)
- mentor and develop creative team for growth and innovation

Shepley Bulfinch Richardson & Abbott • Boston, MA • Nov 2004–Aug 2005

Art Director

- drive marketing communications for acquisition, retention and presentation support for an internationally-renowned firm of 250 architects, interior designers and support staff
- lead graphic designers, copywriters and marketing support staff spearhead agency, vendor and consultant selections and partnerships; art direction, styling, and casting for video and photography
- developed, implemented and launched new corporate branding and identity (all channels); design and develop custom software interface for company image database (DAM)

EDUCATION

Hartwick College Oneonta, N.Y.
Bachelor of Arts, Art + Design

CONTINUING ED

Presenting Data and Information
by Edward Tufte

Creative Concepting by Ad Club

Maximizing Leadership Strengths
by Ad Club

Foundations of Leadership & Learning
by Ad Club

Finance Made Easy by Franklin Covey

Presentation Skills by Franklin Covey

Delegation & Managing Others
by Franklin Covey

Communication Skills by Franklin Covey

Adobe Flash Certification by Future
Media Concepts

HOW Design Conferences

AIGA Design Conference