



Coy Rushton

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(858) 248-3548

coy.rushton@gmail.com

www.callmecoy.com

Marketing Supervisor with 10+ years of experience in graphic design and marketing, specializing in the development of high-performing, integrated campaigns. Skilled in delivering results-driven content ahead of deadlines, with a focus on elevating customer experience and driving measurable business growth.

Relevant Work Experience:

Marketing Supervisor, Audio Enhancement

06/2023 – Present

- Manage full-cycle design projects across print, digital, and multimedia channels, ensuring brand and business alignment.
- Championed creative innovation by introducing new design tools and processes, enhancing team productivity and elevating overall visual impact and efficiency.
- Collaborated with internal teams to implement strategies and ensure brand consistency across all collateral.

Graphic Designer, Audio Enhancement

03/2023 – 06/2023

- Create and execute print and digital marketing collateral including brochures, flyers, banners, advertisements, etc.
- Drove cohesive brand execution across advertising, photography, web development, and additional creative outlets.
- Enhance brand recognition through promotion of our overarching sales concepts and products.

Senior Creative Designer, PRMI

03/2020 – 01/2023

- Contributed to company rebrand, formulated brand guidelines, and created multi-channel marketing collateral.
- Spearheaded integrated marketing campaigns—including borrower and business development initiatives—resulting in an 18% YOY loan volume increase and 23% average growth in branch recruitment.
- Produced branded social media content and motion graphics, driving a 33% YOY increase in engagement and boosting brand visibility.
- Led and mentored the design team, ensuring consistent brand execution and high-quality creative output.

Freelancer

06/2013 – Present

- Logo design, brand identity creation and execution.
- Conceptual development and execution of integrated marketing materials, including digital and traditional print methods.

Graphic Designer, PRMI

06/2017 – 02/2020

- Responsible for the conceptual development and execution of integrated marketing materials as requested by field members, including social media, digital ads, flyers, brochures, etc.
- Maintained items stored in online marketing portal and digital asset management systems.
- Resolved complex design issues with innovative and practical solutions while still maintaining federal regulations.
- Establish templates for corporate and field use through a variety of programs including but not limited to Adobe Creative Suite, Canva, and Microsoft Office.

Published Illustrator

04/2015

- Illustrated children's book, 'Dog's Dawn.'
- Supported book sales through production of digital and print collateral.

Education:

Bachelor of Science Advertising - 2013

The Art Institute of California, San Diego

Skills:

Adobe Creative Suite
Project Management

Creative Direction
Motion Graphics

Brand Development & Execution
Video Filming & Editing