

PROFESSIONAL SUMMARY

Brand strategist and designer with 15+ years design experience and 8+ years experience in brand design in start-up, corporate, and agency settings. Always curious, adaptable, and adventurous. Team-player receptive to creative feedback and direction with excellent communication skills and a willingness to lead and push the creative envelope. Highly motivated to seek out and learn new skills and tools. All about accessibility and storytelling with a love of distilling and simplifying complex ideas for intuitive understanding for all audiences. Driven by curiosity, effective teamwork, and continuous improvement, I design for results.

WORK EXPERIENCE

In-House Art Direction, Brand & Marketing | 2021-Present

Feris BuildTech, Kingston ON

Building Technology Company, North America

Initially brought on board in a sales and marketing role, I was able to expand the scope of my position into a brand strategy and creative services function that, with big-picture thinking and rigorous creative asset execution, contributed to increased web traffic, higher customer conversions, and increased brand awareness.

Selected Achievements

- Spearheaded total corporate website redesign that resulted in increased site traffic acquisition by 7,761% and increased conversion by 93% ([see reports](#)).
- Conceptualized and created full brand asset portfolio using single and hybrid pipeline of tools including: Adobe CC (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) and Revit files imported into Twimotion for 3D rendering, MS Suite, and Google Suite of tools for presentations.
- Successfully integrated complex brand hierarchy and led development of brand build-out and roll-out into one cohesive family of brands.

Creative Director | 2016-2020

Marcoon Creative Design, Ottawa ON - Founder


Branding and Brand Strategy Agency - North America, UK

Led agency creative processes from concept to execution; developed creative briefs and presentations to articulate concepts; conducted market research and competitive analyses; created and curated multiple branded portfolios including iconography packs, still and motion graphics, images and video libraries; directed brand design and creative asset development processes and production with key industry partnerships; produced, oversaw web design and development and creative asset development for a wide range of audiences.

Selected Achievements

- Launched a brand strategy/creative services agency that grew a 100+ client base to support small businesses with brand guidelines, storytelling, design, and awareness via web, social media. Client base generated through referrals/repeat business proving high client satisfaction rate. Multiple five-star [Google](#) and [Facebook](#) review ratings.
- Designed a logo and plaque for client - National Healing Forest - for a Truth and Reconciliation project. Design is now displayed in 23 locations across Canada and continues to expand in all provinces. Conducted several interviews about design's success in meaning and symbolism and, now 5 years later, continue to be contacted for information and support about this important work.

CONTACT

 1.613.219.8241

 dianacarolcoote@gmail.com

 www.linkedin.com/dianacoote

SKILLS

Adobe Creative Cloud Suite

- Illustrator
- InDesign
- Photoshop
- Premier Pro
- After Effects

Website design

- Wordpress, Wix, Squarespace
- UX Web Design

3D design

- Twinmotion

Marketing

- Google Analytics
- SEO
- Audience/market research
- Strategic positioning
- Influencer marketing
- Organic social marketing

Professional

- Critical thinking
- Creativity
- Problem-solving
- Adaptability
- Collaboration

WORK EXPERIENCE, CONTINUED

Director, Brand and Marketing | 2010-2016

Onya Baby, Santa Cruz, CA - Co-Founder
Juvenile Products Manufacturer, Global

Provided vision and strategy for new product branding; conducted ongoing market channel research and competitive analysis; provided copy-writing/editing and graphic creation for digital and traditional print medias in long and short-form; developed brand voice, positioning, and messaging to differentiate the brand for growth. Co-founded company, core products were my invention.

Selected Achievements

- Created and patented a two-in-one baby carrier/seat product design based on a needs analysis; conducted market research, co-founded juvenile products manufacturing company.
- Grew cross-channel social following to over 55,000 with early influencer partnerships and brand-relevant social interactions and engagement.
- Included in multiple top review lists – national parenting magazines, registry lists, customer ratings. [See reviews](#)
- Successfully placed product in 16 Mountain Equipment Co-Op outdoor/sporting stores, multiple BuyBuyBaby locations (Bed Bath and Beyond's juvenile products big box stores), multiple boutiques, with distribution in 7 countries.
- Conducted presentation tours, workshops, and product trainings to oversee vendor management, ensuring all third-party vendors were up to brand and product safety standards.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor's of Arts, Psychology, Art Minor

University of South Florida, August 2002, *Summa Cum Laude*

Level-C Branding Masterclass (Marty Nuemeier)

- Level 1: Certified Brand Specialist
- Level 2: Certified Brand Strategist

Springboard Academy

UX Design

Alterspark

Psychology for Digital Behaviour Change

AWARDS AND RECOGNITION

2020 Faces Magazine Awards Nominee

- Favourite Graphic Designer
- Favourite Graphic Design Agency

2019 Faces Magazine Awards Nominee

- Favourite Graphic Designer

2012-2016 Multi-award winner

Onya Baby Carriers, Product Design

- PTPA Awards,
- Creative Child Mag
- NPPA Gold Medal Winner
- Mom's Choice Honor

SPEAKING

2019 Startup Ottawa Small Business Summit

Branding Workshop: Understanding and Building Your Brand Identity


2018 Business Networking International

Branding Presentation: Branding 101

2015 Algonquin College, Advertising and Marketing Communications Management Program

Graduating Class - Hired by: Prof. Thom Kearney, Rowanwood.ca

CONTACT

 1.613.219.8241

 dianacarolcoote@gmail.com

 www.linkedin.com/dianacoote