



Diana Coote

Creative Art & Marketing Director

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SUMMARY

Creative Art and Marketing Director with **14 years of experience** in brand development and design, asset creation, iterative design processes, developing, iterating, and refining visual communication for various clients and campaigns, often under tight deadlines. Proficient in Adobe CC Suite, UX design, brand strategy and management.

In current role, was responsible for complete brand hierarchy development and asset creation - logo family, iconography sets, copy, graphics creation, video production, web design | development, print design, trade show booth design, and architectural renderings.

SKILLS

Adobe Creative Cloud Suite

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

Website design

- Wordpress
- UX Web Design

Marketing

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

Professional

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

AWARDS

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

PROFESSIONAL DEV

Springboard Academy

- UX | UI Design

Alterspark

- Psychology for Digital Behaviour Change

Level-C Masterclasses 1 & 2 (Marty Neumeier)

- Certified Brand Specialist
- Certified Brand Strategist

WORK EXPERIENCE

Associate Director, Sales & Marketing | 2019-Present

Feris BuildTech, Kingston ON (remote)

- Ongoing market channel research and competitive analysis
- Marketing strategy and implementation
- Partner agency management
- Website design and development
- Brand development - Feris family of products and services
- Creative asset design and development
- Continuing education to develop and maintain skills and industry knowledge

Founder, Creative Director | 2016-2020

Marcoon Creative Design, Ottawa ON (remote)

- Client acquisition and management: 100+ happy clients
- Market research and competitive analysis
- Marketing strategy and implementation
- Brand design and development
- Website design and development
- Creative asset design and development
- Continuing education to develop and maintain skills and industry knowledge

Co-Founder, Marketing Director | 2010-2016

Onya Baby, Santa Cruz, CA (remote)

- Ongoing market channel research and competitive analysis
- Marketing strategy & maintenance
- Copywriter/editor
- Brand voice development
- Brand awareness builder
- Designer | creator of the patented Onya Baby carrier/accessories

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

EDUCATION

Bard College (NY), University of South Florida, B.A.

Psychology, Fine Arts Minor | Summa Cum Laude