

Andrea F. Kosub

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MARKETING & GRAPHIC DESIGN

A technical, personable worker that values dedication to client satisfaction and high quality service. Eager to develop ideas and execute the goals of a company for the long term development of products and services. Seeking a challenging position that will provide growth and continued exposure to the industry through hands-on experience in marketing and graphic design.

PROFICIENCIES

Adobe Suite:

- Photoshop
- InDesign
- Illustrator
- AfterEffects
- Premiere Pro
- Dreamweaver

Applications:

- Windows and Mac OS
- Word, PowerPoint, and Excel
- Google Apps

Additional Skills:

- Adept with HTML/CSS
- Photography experience
- Videography experience

EXPERIENCE

Farm Bureau Bank • May 2019 to October 2025

Marketing Manager • April 2024 to October 2025

Responsible for the daily support and fostering of a highly specialized team of marketing professionals. Oversaw all marketing channels to ensure alignment with brand positioning and production goals. Coordinated with internal teams to design campaigns and create strategies to drive customer acquisition and product utilization. Achievements include onboarding Salesforce Marketing Cloud to revolutionize communication strategies, and launching a promotional storefront for internal and external use.

Marketing Campaign and Brand Manager • January 2023 to April 2024

Continuation of duties that included writing, editing, developing, and designing collateral to support marketing and sales efforts across all mediums. Responsible for additional product campaigns, from design to execution. Oversaw multiple aspects of a company-wide rebrand and was a key player in establishing brand tone, values, and visuals. Leveraged third-party vendor relationship to assist in the creation of new branding guidelines. Responsible for the implementation and continual enforcement of brand guidelines and positioning through overhauling digital presences, print collateral, and building artwork.

Marketing and Communications Specialist • May 2019 to January 2023

Duties included writing, editing, developing, and designing collateral to support marketing and sales efforts across all mediums. Responsible for the design, timeline, and execution of multiple campaigns throughout the year. Closely coordinated with internal teams and third-party vendors to ensure timely campaign milestones. Notable achievements include the single-handed creation of a suite of product videos, as well as creating commercials and supporting graphics for a national television feature.

Marketing Specialist • Synergy Federal Credit Union • May 2017 to May 2019

Marketing Specialist • Happy Hen Treats • April 2016 to January 2017

Graphic Designer • Real Patient Ratings • May 2015 to March 2016

Digital Content and Marketing Manager • Cattura Video • June 2012 to February 2015

EDUCATION

Arizona State University • B.S., Graphic Information Technology, cum laude