



COURTNEY WIMS

GRAPHIC DESIGNER | BRAND AND MARKETING CREATIVE

Creative designer with 8 years of experience creating impactful brand and marketing assets across digital and print platforms. Skilled in Adobe Creative Suite, Figma, and modern design tools. Brings a strategic approach to visual storytelling, with strengths in marketing campaign launches, core branding, and social media. Known for delivering high-quality, on-brand work across fast-paced, cross-functional environments.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dimension
Adobe Dreamweaver
Adobe XD
Figma
Graphic Design
Brand Design
Packaging Design
Product Design
Email Design
Illustration
Motion Graphics
Photography
Photo Editing
Microsoft Suite

EDUCATION

BACHELOR'S DEGREE

Photography &
Graphic Design minor

Northern Arizona University
(August 2012 - December 2015)

CONTACT

📞 928-303-8406

✉️ courtney.wims@yahoo.com

🌐 cpwportfolio.com

🌐 linkedin.com/in/courtneywims

PROFESSIONAL EXPERIENCE

Princess Cruises

GRAPHIC DESIGNER (December 2021 - Present)

JUNIOR GRAPHIC DESIGNER (March 2021 - December 2021)

- Designed 40+ direct mail pieces that generated over \$1M in bookings
- Created and launched 140+ email campaigns reaching a global audience
- Produced 50+ ad placements across major platforms including The New York Times, Yahoo, AAA, and Travel Weekly
- Led a successful brand refresh, pitching redesigns that are now core to the brand identity
- Developed a wide range of high-performing creative—logos, email designs, print ads, social assets, onboard signage, animations, CO-OP assets, and more
- Adapted concepts across channels to meet marketing needs for internal, external, and onboard campaigns

Jack Nadel International

BRAND MANAGER (July 2020 - February 2021)

BRANDING ACCOUNT COORDINATOR (March 2019 - July 2020)

- Generated \$1.9M in branded product revenue, driving a 40% year-over-year increase
- Led creative development for \$100K+ worth of products for Nickelodeon's LA retail pop-up event
- Conceptualized, pitched, and produced custom merchandise for high-profile clients across marketing, executive, and special events teams
- Designed and delivered branded collateral using Photoshop, Illustrator, and PowerPoint
- Managed end-to-end execution of brand projects from ideation to production

Pepsico

SPECIAL EVENTS & RESET COORDINATOR (November 2017 - July 2018)

GRAPHIC DESIGNER & MARKETING COORDINATOR (September 2016 - November 2017)

- Created 965+ promotional graphics for top-tier brands like Pepsi, Gatorade, Lipton, and Aquafina
- Designed 10+ athlete-driven sweepstakes campaigns featuring the NFL, NBA, and NHL
- Managed the creation and approval process for high-volume marketing materials across internal and external stakeholders
- Ensured brand consistency across 22+ beverage brands in consumer-facing and promotional materials
- Coordinated Denver-based special events—from venue booking and branded displays to team logistics
- Maintained and organized a large-scale digital asset library for regional marketing teams