

Hello, I'm Cayti Costello.

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Experience

2019-CURRENT

HSHS Medical Group + Prairie Cardiovascular, Springfield, IL - MAR 2019 - CURRENT

MARKETING SPECIALIST + GRAPHIC DESIGNER

- Work independently to manage and support all internal and external communications and marketing efforts.
- Develop visually compelling content using multimedia tools for a variety of audiences.
- Oversee the strategic direction and daily activity of the department's social media channels - Facebook, Twitter, Instagram, LinkedIn.
- Work to achieve goals and overcome challenges under demanding deadlines.
- Effectively translates complicated industry information and business processes to easy-to-understand visual content that resonates with both internal and external audiences.
- Produce various video projects for internal and external distribution - includes filming and editing.
- Acts as department photographer for events, campaigns and other marketing efforts.
- Perform all duties in a manner conducive to the fair and equitable treatment of all employees.

2016-2019

Ace Sign Company, Springfield, IL - AUG 2016 - MAR 2019

LEAD GRAPHIC DESIGNER, MARKETING + PRODUCT SPECIALIST

- Conceptualized identity, structural and sign design.
- Provided full creative consulting and conceptual renderings of all visual communications and design solutions to build brands.
- Managed hundreds of projects each month that range from vehicle graphics to comprehensive way-finding and environmental graphic packages as well as print materials and company branding.

2014-2016

University of Illinois at Springfield, Springfield, IL - AUG 2014 - APR 2016

PHOTOGRAPHY + GRAPHIC DESIGN ASSISTANT

- Designed, produced and distributed promotional materials for the Art, Music & Theater department.
- Operated large format printers, laser cutters and vinyl cutters.
- Acted as the department photographer which included photo editing, studio shooting for student/faculty headshots and event photography.

2011-2014

Lincoln Land Community College, Springfield, IL - AUG 2011 - MAY 2014

GRAPHIC DESIGN ASSISTANT

Assisted in Silk Screen, Introduction and Intermediate Graphic Design classes where duties included:

- Lesson plan preparation
- Software demoing
- Full classroom instruction

SKILLS

- Adobe Creative Suite
- Photography + Videography
- Microsoft Office
- Mac OS
- Social Media Management
Hootsuite/Later.com
- Print Design
- Logo Creation + Branding
- Project Development
- Project Management
SmartSheet/ClickUp
- Web Content Management

Time Management



Adobe Ai + Id + Ps



Marketing + Brand



Adobe Pr + Lr



EDUCATION

AUG 2014 - MAY 2016

Bachelor of Arts

University of Illinois at Springfield

Major : Visual Arts

GPA : 3.93/4.00

APR 2010 - MAY 2014

Associate of Arts

Lincoln Land Community College

Major : Graphic Design

GPA : 3.14/4.00

AWARDS + HONORS

MAY 2021

Colleague of the Month

HSHS Medical Group

MAY 2016

Visual Arts Program Marshall

University of Illinois at Springfield

MAY 2016

Chancellor's Visual Arts Honorable

Mention - Fun for the Whole Family

University of Illinois at Springfield