

# CORIE COX

## CREATIVE STRATEGIST

### CONTACT

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### PROFILE SUMMARY

- Specializing in mission-based strategic marketing, visual storytelling, and brand development and stewardship.
- Creative thinker with extensive experience shaping and executing strategic communications that increase visibility and impact.
- Strong collaborator known for building clear plans, solving problems, and turning ideas into action.

### EDUCATION

**1988 – 1996**  
**UNIVERSITY OF**  
**SOUTH ALABAMA**

- Bachelor of Art (English with Studio Art minor)

**1985 – 1986**  
**ALABAMA SCHOOL**  
**OF FINE ARTS**

- Attended on scholarship to study classical guitar

### WORK EXPERIENCE

**Columbia Theological Seminary**      OCTOBER 2013 – NOVEMBER 2025  
*Associate Director of Creative Services*      APRIL 2024 – NOVEMBER 2025

- Acted as the chief branding steward, aligning the brand voice across print, digital, events, and institutional communications to strengthen visibility and narrative.
- Partnered with senior leadership to develop and execute marketing and communication plans that supported student recruitment, stakeholder engagement, alumni relations that built institutional awareness.
- Developed creative concepts and executed marketing campaigns highlighting faculty expertise, and student and alum storytelling—ensuring mission-focused consistency, relevance, and impact through the lifecycle of the campaigns.
- Oversaw the management of visual assets and external creative vendors; reviewed and approved design work; advised and supervised junior creative staff and student associates.

*Associate Director of Communications*      SEPTEMBER 2020 – APRIL 2024  
*Interim Director of Communications*      FEBRUARY 2020 – SEPTEMBER 2020  
*Marketing Coordinator*      OCTOBER 2013 – FEBRUARY 2020

**Freelance**      DECEMBER 2006 – OCTOBER 2013

*Writing, graphic design, illustration, public relations*

Managed public relations, social media, media alerts, and press conferences for non-profit transit advocacy group, co-created TransitWIN 2010 campaign aiding its 70% referendum approval, designed and co-authored nationally recognized infographics; managed textbook editing, layout, and illustration research, ensuring accuracy and compliance across state-specific markets for textbook publication company.

**The Home Depot**      AUGUST 2005 – DECEMBER 2006  
*National Category Advertising Coordinator*

Proofed print ad materials for accuracy in product and pricing in all national markets – checked copy; ensured image resolution, color integrity and accuracy. Created ad layouts and copy as necessary.

**Tom Mason Communications**      OCTOBER 1996 – OCTOBER 2000  
*Graphic Designer/Copywriter*

Full service award-winning ad agency. Responsibilities included: design and writing for newsletters, brochures, annual reports, radio and video scripts (with editing), environmental signage and banners, posters, postcards, t-shirt designs, presentation pieces, museum and trade show display designs, and event planning.

### SKILLS

- Adobe Creative Suite
- Canva
- Email platforms including MailChimp and Constant Contact
- WordPress and other CMS
- Photography
- Microsoft Office
- Graphic design and illustration
- Copywriting
- Storytelling and visual identity stewardship
- Brand kit asset management and development