

## KATIE LYNN COSTA

Atlanta, GA

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### GRAPHIC & BRAND DESIGNER

Creative designer with 9+ years of experience crafting brand identities, visual systems, and digital campaigns for lifestyle, non-profit, and CPG brands. Skilled at translating brand strategy into compelling design across print and digital platforms. Experienced in collaborating with clients and teams to deliver polished, cohesive visual work that elevates brands.

### PROFESSIONAL AND TECHNICAL EXPERTISE

- Brand Strategy and Identity Development
- Outstanding Vision, Leadership, and Communication Skills
- Social Media Strategy and Analytics
- Client Management and Collaboration
- Natural-Born Creative and Storyteller
- Strong Ability to Listen, Create, Problem Solve, and Deliver with Stellar Time Management
- Project Management: Asana, Trello, Monday, Notion, JotForm, Dubsado, QuickBooks, Slack, Dropbox, Google Drive, Stripe, Canva
- Content Creation (Instagram, TikTok, Facebook)
- Adobe Creative Suite: Photoshop, Illustrator, In-Design, XD, After Effects, Lightroom
- Microsoft and Google Suite: Word/Docs, PowerPoint/Slides, Excel/Sheets, Forms

### PROFESSIONAL EXPERIENCE

#### **BLYNK SOCIAL – Atlanta, GA**

Creative Design Agency

#### **Designer & Creative Director**

**2020 - Present**

Founded and scaled a freelance design agency, generating over **\$500K** in revenue since launch. From initial ideation to strategic execution, I've seen the impact of my designs through client television features, brick-and-mortar openings, and record-high event attendance numbers. Through these experiences, I've honed my ability to **collaborate** across teams, **manage** multiple deadlines, and **create impactful work** that resonates with **diverse communities**.

- **Brand Identities & Visual Systems:** Developed cohesive brand systems including positioning frameworks, messaging strategies, and design guidelines tailored to client goals, ensuring strategic visual consistency across all digital and physical platforms
- **Campaign & Activation Design:** Designed campaigns that generated measurable engagement and national visibility, including mural activations, marketing materials, and digital experiences
- **Leadership & Collaboration:** Directed freelance creatives and interns, maintaining alignment with design goals and client objectives while building project management systems to support KPI's

#### **Selected Portfolio Projects**

- **Smithsonian's National Museum of American History** – 28 foot mural activation for the 2025 National Wish Wall exhibition and campaign, engaging over **10,000** participants <https://www.blynksocial.com/madebyuswishwall>
- **Made By Us | Civic Season** - Civic Engagement Activity Guidebooks, distributed to **20+** cultural and historical institutions nationwide (**5,000+** printed copies) <https://www.blynksocial.com/civicseasonmadebyus>
- **5th Annual Virginia Highland Porchfest:** Event creative direction and brand development; designed digital and physical assets including pre-festival promotions, and day-of visuals, strengthening festival branding and engagement and capturing interest of **75,000+** attendees <https://www.blynksocial.com/virginiahighlandporchfest>
- **NightCap (ABC's Shark Tank)** – Rebrand, logo development, packaging design for socially conscious company against drink-spiking [www.blynksocial.com/nightcap](http://www.blynksocial.com/nightcap)

## **OLFACTORY NYC - New York, NY**

**2017 – 2018**

Customizable New Fragrance Concept

### **Digital Designer & Social Media Manager**

- Built and launched first **social media** accounts and facilitated **influencer** partnerships for fragrance start-up
- **Designed visual assets** for email campaigns, social media content, and promotional materials, maintaining a cohesive brand aesthetic
- Developed campaign visuals that aligned with **brand identity** and **storytelling** objectives, amplifying product visibility
- **Collaborated** with the marketing team and influencer partners to ensure **design consistency** across digital touchpoints

## **EDUCATION**

### **Georgia State University, Atlanta, GA**

**Class of 2021**

*Bachelor of Interdisciplinary Studies, Media Entrepreneurship*

Cum Laude and Dean's List - GPA 3.9

## **VOLUNTEER / LEADERSHIP EXPERIENCE**

### **NATIONAL YOUTH250 BUREAU — Made By Us**

**2024 - Present**

Institutional Advisor & Cohort Member

- Selected for a **national cohort of Gen Z advisors**, providing **free consulting** to organizations planning for America's 250th anniversary
- Completed **20+ hours of expert training** in human-centered design, history, and storytelling
- Collaborated with cultural institutions to **shape youth engagement strategies**, ensuring they resonate with Gen Z audiences
- Contributed to the **development of the Gen Z Engagement Scorecard**, helping organizations assess and improve their youth-readiness

### **Atlanta's Rising Women - Atlanta, GA**

**2022 - 2024**

Social Media Educator & Workshop Facilitator

- Led **interactive workshops** across Atlanta, helping women entrepreneurs and small business owners level up their social presence & personal brand
- Designed **engaging, trend-driven workbooks** for 500+ participants, turning social strategy into something fun and approachable
- Offered **1:1 consulting** to help attendees find their voice online and create content that actually connects

### **Phi Mu Sorority - Atlanta, GA**

**2018 - 2020**

Collegiate Member

- Organized philanthropy and networking events with members, alumni, and university staff
- Balanced academic responsibilities with volunteer commitments, showcasing strong time management skills.