



COURTNEY OGAARD

Visual Designer
Branding, Marketing
& Digital Media

CONTACT

651-280-8447

cjogaard6@gmail.com

www.courtneyjogaard.com

[linkedin.com/in/cjogaard6](https://www.linkedin.com/in/cjogaard6)

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

2021-2023

B.A. in Graphic Design & Media Arts

Summa Cum Laude

UNIVERSITY OF WISCONSIN - STOUT

2014 - 2017

B.F.A. in Interior Design

PROFILE

Multidisciplinary designer with expertise in visual communication, branding, and user-centered design. Background in education enhances clear communication, collaboration, and empathetic, strategic problem-solving. Brings a purpose-driven approach to creating impactful, meaningful design solutions.

WORK EXPERIENCE

VISUAL GRAPHIC DESIGNER & FOUNDER

8/2017 - PRESENT

Ginger Spice Designs

Hugo, MN

- Developed and executed brand identity packages including logos, typography, color palettes, and visual guidelines tailored to client industries and goals.
- Managed client relationships from initial consultation to final delivery, ensuring satisfaction through clear communication and responsive service.
- Led creative direction and design strategy, delivering cohesive branding across digital and print platforms.
- Handled all business operations, including invoicing, scheduling, project management, and client acquisition.
- Produced high-quality design assets using industry-standard software.
- Collaborated with small businesses, nonprofits, and schools to create mission-aligned branding and recruitment materials that strengthened visibility and engagement.
- Applied strategic marketing and communication skills to promote events, attract new audiences, and maintain consistent brand messaging across platforms.

MARKETING & ADMISSIONS EVENTS SPECIALIST

1/2026 - PRESENT

Lakes International Language Academy

Forest Lake, MN

- Plan, promote, and execute admissions, enrollment, and community events to engage prospective families and support recruitment goals
- Coordinate event logistics, including scheduling, setup, staffing, on-site support, and tear-down
- Design, produce, and manage admissions and recruitment collateral, including print materials, event signage, takeaways, and branded merchandise
- Develop and maintain brand-aligned digital marketing materials across email campaigns, social media, websites, landing pages, and print
- Design and maintain responsive websites using WIX; manage SEO, keyword optimization, and web analytics to improve engagement and lead conversion
- Create visual assets using Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva
- Capture and curate photo and video content for marketing, social media, and promotional use
- Track and manage prospective family leads; support post-event reporting and follow-up efforts
- Implement and enforce organization-wide branding standards to ensure consistency across marketing, admissions, and recruitment communications
- Collaborate with leadership and cross-functional teams to support recruitment, onboarding, and campaign initiatives aligned with mission and compliance requirements

SKILLS

DESIGN & CREATIVE

- Branding & Identity Design
- Graphic & Print Design
- Digital & Social Media Design
- Presentation Design
- Marketing Collateral
- Photography & Image Editing

MARKETING & STRATEGY

- Digital Marketing
- Brand Strategy & Development
- Content Strategy
- Campaign Planning
- Strategic & Critical Thinking

TECHNICAL & TOOLS

- Adobe Creative Suite
- Website & UX Design
- Google Workspace
- Data & Record Management

BUSINESS & OPERATIONS

- Project & Time Management
- Scheduling & Logistics
Coordination
- Administrative Support
- Invoicing & Business Operations

CLIENT RELATIONS & COMMUNICATION

- Client & Stakeholder Relations
- Professional Communication
- Presentation & Public Speaking
- Collaboration

LEADERSHIP & MANAGEMENT

- Team Leadership
- Staff Support & Coordination
- Decision-Making
- Problem-Solving

EDUCATION & COMMUNITY ENGAGEMENT

- K-12 Visual Arts Instruction
- Curriculum Support
- Community Outreach & Event Involvement

LICENSES

- Minnesota Short Call | Substitute
- K-12 Visual Arts | Tier 1 Teaching

MARKETING COORDINATOR & WEBSITE DESIGNER

9/2023 – 8/2025

North Lakes Academy

Forest Lake, MN

- Designed and maintained responsive, user-friendly websites using WIX.
- Developed and implemented brand-aligned digital marketing materials, including email campaigns, social media, print graphics, and landing pages.
- Collaborated with marketing teams to conceptualize and execute promotional campaigns, improving user engagement and lead conversions.
- Created visual content and assets in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
- Managed SEO strategies, keyword optimization, and web analytics (Google Analytics, Search Console) to track and improve site performance.
- Maintained consistent brand messaging across all digital platforms.
- Implemented organization-wide branding standards to ensure consistency across communications, marketing, and recruitment materials.
- Produced recruitment and enrollment collateral, including event takeaways, information folders, and branded merchandise for school fairs, open houses, and community events.
- Collaborated with leadership to support the interview and onboarding process by creating materials that reflected school culture and values.
- Ensured marketing and website content complied with state and charter authorizer guidelines and maintained alignment with organizational mission.

7-12 VISUAL ARTS TEACHER

2/2023 – 6/2025

North Lakes Academy

Forest Lake, MN

- Developed and implemented engaging, standards-based art curricula aligned with state and national visual arts standards.
- Instructed students in a wide range of media, including drawing, painting, ceramics, sculpture, printmaking, graphic design, interior design, mixed media, and architectural drafting, as well as a rich background of art history.
- Designed and facilitated student-centered projects that promoted creative thinking, visual literacy, environmental thoughtfulness, and cultural awareness.
- Collaborated with interdisciplinary teams to support school-wide initiatives, including cross-curricular projects and arts integration.
- Managed appropriate behaviors and encouraged both task- and goal-oriented work.
- Thoroughly and effectively communicated with guardians, students, staff, and community members.
- Participated in student recruitment activities, including art showcases, community fairs, and open house events, highlighting student work and promoting the school's mission.
- Mentored students and supported positive engagement, communication, and school representation through visual displays and events.

BUILDING SUBSTITUTE
St. Croix Preparatory Academy

8/2021 – 2/2023
Stillwater, MN

- Provided classroom instruction as a general education teacher and special education teacher, delivering and planning lessons as needed, managing behavior, and supporting diverse learning needs.
- Adapted and implemented IEPs and 504 plans, offering individualized support and accommodations for students with disabilities.
- Assisted as a paraprofessional, delivering one-on-one or small group academic and behavioral support.
- Frequently managed front desk operations, including greeting visitors, answering phones, and maintaining attendance and student records, as well as general safety and security for building operations.
- Supported administrative tasks, such as data entry, scheduling, document preparation, and working closely with athletic event information.
- Demonstrated flexibility and professionalism, effectively transitioning between instructional and administrative roles to meet daily school needs.
- Represented the school at events and served as a reliable point of communication between teachers, students, and families, reinforcing community relationships.

DESIGNER
Acre Workplace

4/2019 – 4/2020
St. Louis Park, MN

- Created customized furniture layouts for commercial and residential clients using CET software and space planning tools.
- Selected materials, finishes, and textiles aligned with client needs, branding, and budget considerations.
- Collaborated with sales and project managers to develop functional, aesthetically cohesive design proposals.
- Produced detailed renderings and presentation boards to communicate design concepts to clients and stakeholders.
- Maintained up-to-date knowledge of industry trends, sustainable materials, and manufacturer offerings.
- Conducted on-site measurements and site evaluations to ensure accurate planning and installation coordination.
- Collaborated across departments to deliver client solutions that reflected organizational identity and brand consistency—skills transferable to recruitment messaging and presentation materials.

