

Ms. COURTENEY V. CRAWLEY-DYSON

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EXECUTIVE SUMMARY

Highly experienced Visual Information Specialist motivated to create high-quality, cost-effective graphic materials through desktop publishing technology and stakeholder mapping to effectively communicate and promote projects, policies, and programs, develop unique and high-profile multimedia design and production, including logos, infographics, web components, pamphlets, posters, reports, and presentations. Adheres to federal standards and ensures compliance with Section 508, copyright, and the Plain Writing Act of 2010.

AREAS OF EXPERTISE

- Microsoft Office Suite and Adobe Creative Cloud Proficiency
- Multimedia Graphic and Web Design
- Project and Stakeholder Coordination
- Social Media Management
- Visual Information Development

WORK EXPERIENCE

THE KAIROS GRAPHICS, MD

June 2017-Present

Founder & Manager, Woman-Owned Graphic Design Business

Leads a woman-owned design business producing branding, visual communications, and marketing materials for small businesses, nonprofits, and government clients. Manages end-to-end design lifecycles using Adobe Creative Suite, Canva, and Wix. Achieved 95% client satisfaction and 80% repeat business through strong project management and relationship building. Ensures all deliverables meet accessibility, branding, and timeline requirements.

COLLEGE OF SOUTHERN MARYLAND, LA PLATA, MD

May 2023-Present

Graphic Designer II, Marketing Division

Designs and produces publications, marketing materials, and campus signage aligned with institutional branding and accessibility standards. Collaborates with vendors and departments on layout and production specs. Creates digital and print assets using Adobe Creative Suite, HTML, and CSS.

Key Achievements: NCMPR District Medallion Award (2023); published Continuing Education catalog for 100K stakeholders; redesigned campus maps improving navigation for 24K users; supported implementation of new institution-wide brand standards.

ARLINGTON COUNTY MANAGER'S OFFICE, ARLINGTON, VA

September 2021-April 2023

Public Engagement and Outreach Specialist

Managed communications workflows and outreach initiatives, coordinating logistics, materials, and stakeholder engagement. Designed and published digital and print materials using Adobe Creative Suite and Venngage.

Key Achievements: Created database of 3K property managers for outreach; led public input events for FY 2022 budget and capital plans (2K participants); developed branding and media assets for County Centennial campaign reaching 8K viewers.

MARYLAND-NATIONAL CAPITAL PARK AND

June 2018-July 2023

PLANNING COMMISSION, FORT WASHINGTON, MD

Marketing and Administration Specialist, Graphic Designer and Artist

Produced collateral and promotional materials for public programs and events. Designed publications and presentations aligned with brand and accessibility standards. Conducted market research via Google Analytics and coordinated print production.

Key Achievements: Published 500 + marketing pieces county-wide; produced six major publications for leadership and stakeholders; increased community engagement and program revenue through strategic design initiatives.

OVERSEAS PRIVATE INVESTMENT CORPORATION, WASHINGTON, DC
Graphics Designer and Artist Intern (This is a federal job)

May-August 2018

Created infographics and visual reports supporting OPIC's financing and risk-insurance communications. Designed visuals for the Annual Development Report to Congress and other federal publications using Adobe Creative Suite.

Key Achievements: Collaborated with stakeholders to produce the agency's annual report within a three-month timeline; enhanced clarity and impact of congressional materials through innovative data visualization.

EDUCATION

Master of Science in IT: Project Management
University of Maryland Global Campus Largo, MD United States

Bachelor of Graphic Communications (GPA 3.5)
University of Maryland Global Campus Largo, MD United States

Associate of General Studies — Visual Communication / Graphic Design
Prince George's Community College Glenarden, MD United States

AWARDS & HONORS

NCMPR District Medallion Awards (2025) – Excellence in visual communication and marketing innovation.

NCMPR District Medallion Awards (2023) – Outstanding creative strategy and digital publication design.
Recognized for Excellence in Visual Communication and Project Delivery (College of Southern Maryland, 2023).

AFFILIATIONS

American Institute of Graphic Arts
Content Marketing Institute
National Council for Marketing & Public Relations Membership
Young Government Leaders

SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Canva, CSS, Google Analytics, HTML, Microsoft Office (Word, Excel, PowerPoint), Salesforce, WordPress, Zoom