

Professional Summary

With 8+ years of experience as a graphic designer and multimedia producer, I have a proven track record of leading successful projects from concept to execution. I quickly adapt as objectives and goals evolve and work across multiple departments to create compelling multimedia pieces that align with the organization's brand and voice.

Work Experience

Sabin Vaccine Institute Washington, DC

July 2019–Present | Senior Associate, Communications (Branding & Design)

- Responsible for art direction of corporate identity and brand oversight
 - Maintain and develop brand guidelines and brand training for employees, partners and vendors
 - Ensure brand and style guidelines are applied consistently across all channels
- Manage vendors including writing RFPs, evaluating proposals, selecting vendors, leading meetings, and managing project timelines
 - Vendors include creative agencies, video production crews, web developers, designers and writers
- Execute social media and digital campaigns from conception to execution including design, content creation, reviewing social media analytics and making adjustments based on metrics
 - Mediums include video, blogs, podcasts, social media campaigns, etc.
 - Channels include Instagram, Facebook, Twitter, LinkedIn, YouTube and email marketing
- Design infographics, event promotion and materials, marketing graphics, Word and PowerPoint templates, reports, social media ads, video motion graphics
- Managed 2 website builds, 2 website updates and keep websites up-to-date with content
- Develop and manage timelines for events, conferences and meetings including designing and printing meeting materials, developing event registration websites and managing communications
- Create logos for campaigns, events, projects and programs that align with Sabin's brand
- Manage interns by assigning projects and providing on-going support and professional development
- Documented events through photography and video

Bodwell Studio Athens, Ohio

July 2009–December 2019 | Owner/photographer

- Managed client relationships for 60+ weddings from initial outreach and sales to the event and final delivery of goods, ensuring client satisfaction
- Managed and cultivated a team of assistants and photographers who would assist during events, ensuring a consistent brand style and professionalism
- Created strategic solutions for marketing including relevant blog posts, online & print advertising, website creation, and brand design targeted to key audiences

Work Experience cont.

Brookfield Church Athens, Ohio

August 2013–June 2019 | Graphic Designer

- Set creative direction for the brand including graphic design and media production
- Achieved deadlines and design goals for complete redesign and launch of 2 new website projects including new images, content, layout, and design as well as meeting the brand guidelines and standards
- Oversaw the creation of multiple promotional videos. Created project goals and timelines, shot footage, edited and distributed videos online, found and trained skilled volunteers to assist
- Trained volunteers in brand guidelines and developed design skills
- Created and maintained brand consistency across a wide variety of digital and print layouts (e.g. flyers, banners, social media campaigns, presentations, apparel, email newsletters)
- Ran paid and earned social media campaigns from concept to execution

Education

Ohio University Athens, Ohio

Graduated June 2012

Bachelor of Science in Visual Communication

Business Minor | Cum Laude

Lakeland Community College Kirtland, Ohio

Graduated May 2009

Associates of Arts

Post-Secondary Enrollment Option

Skills

- Creative direction
- Collaboration
- Project management
- Communication skills
 - Written
 - Verbal
 - Interpersonal
- Photography & videography
- Audio recording & podcast creation
- Visual storytelling

Technology & Software

- Adobe Creative Suite
 - Id, Ai, Ps, Lr, Pr, Ae
- Remote recording
 - Riverside.fm
 - Zoom (webinars)
 - Descript
- Smartsheet and Miro
- Microsoft Office 365
- MS Teams, Basecamp, Slack
- Social media platforms
 - Facebook, LinkedIn, Twitter, Instagram, YouTube, Vimeo
 - Hootsuite and Sprout Social
- Engaging Networks and Mailchimp
- Wordpress and Drupal