

Summary Experienced strategist and creative director with a 360 degree perspective on delivering strategy, communications, and engagements to a variety of clients in diverse industries.

Professional Experience

Brand Communications Strategist - MRPJ Designs October 2018 - present

Developing brand strategies and creative assets for multi-faceted communications campaigns and events across various industries, while embracing the impact of design in everyone's daily life.

Creative Director - Smile Train New York, NY | October 2013 - October 2018

Head of internal creative agency + global brand manager for largest international children's cleft charity

- Develop strategy and visual presentation with CEO for quarterly meetings to board of directors
- Strategize organization's best positioning for global partnerships including corporations, celebrities, and media
- Manage creative agency to include developing cross departmental and international marketing campaigns, identifying content collection opportunities, and creating collateral material for both awareness and fundraising
- Create assets for programmatic and strategic field partnerships, continuing to amplify Smile Train global brand identity around the world and positioning thought leadership
- Develop global templates and regional assets to assist in fundraising and sustainability of international regions
- Active and ongoing contact with in country staff to optimize designs and assets for scalability of programs
- Produce graphic design materials for use in both print and digital campaigns, to include organization wide marketing materials such as brochures, posters, event branding, fact sheets, info graphics, one pagers, etc
- Maintain and enforce brand integrity and compliance throughout all global communications and partnerships

Manager of Creative Services - Susan Davis International Washington, DC | June 2006 - October 2013

Lead graphic designer + creative coordinator at boutique full-service communications firm

STRATEGIC COMMUNICATIONS

- Develop multi-faceted national communications campaigns for consumer, non-profit, U.S. and international clients, including community outreach tactics, branding campaigns, advertising initiatives, internal communications, event planning, and expert positioning
- Interface with communications and branding teams at Fortune 500 companies
- Create daily, weekly, and monthly reports to communicate progress to clients with emphasis on tangible deliverables including metrics and comprehensive media clip reports

MARKETING SERVICES

- Collaborate with marketing and media teams to develop and launch traditional and digital communications initiatives
- Develop and write copy for marketing materials including websites, e-newsletters, media/marketing kits
- Integrate social media activities and communities into broader communications campaigns
- Build and manage online ad buys to recommend and implement updates to ensure best ROI

CREATIVE SERVICES

- Responsible for creative production for all agency client's graphic design needs including print, online, and video assets either to align with established brand identities or creation for new brand/campaign identity
- Create graphics and artwork for national branding campaigns and marketing materials including copy writing, typography, layout to incorporate brand identity and messaging
- Concept and produce event artwork and signage for national conferences and symposiums
- Liaise directly with design and production vendors to direct and manage traditional and digital communications campaigns from start to finish
- Manage creative library for all agency clients to ensure accurate delivery for campaigns and update as needed to align with updated messaging and brand guidelines

Graphic Designer & Brand Advocate - Firehook Bakery | January 2012 - July 2013

- Creative design for in store promotions, trade shows, staff uniforms, partnering brand collateral
- Established and implemented graphic identity across all marketing applications
- Manage production of printed materials with third party vendors

Education

BA Communications/Public Relations - May 2006, Shippensburg University, Honors, Cum Laude

Technical Skills

InDesign, Photoshop, Illustrator, After Effects - Final Cut Pro X - MS Office - Conversational Spanish