

## **EDUCATION**

M.S. Administration (Communications/Organizational Development), Boston College, Chestnut Hill, MA | May 2015  
Graphic Design Certificate, Museum School of Fine Arts, Boston, MA | August 2004  
B.A. Studio Art, Lake Forest College, Lake Forest, IL | May 1996

## **PROFESSIONAL EXPERIENCE**

### **Boston College, Office of the Vice President for Student Affairs, Chestnut Hill, Massachusetts– 10/2009–present**

*Communications Specialist (10/2009–11/2017)*

*Assistant Director, Marketing and Communications (11/2017–present)*

- Serve as the internal student affairs liaison to the Office of Marketing and Communications for the expedition of special projects and internal and external communication strategies on behalf of the vice president and department directors.
- Manage, edit, and coordinate internal and external communications; provide marketing strategy consultation and custom graphic and web design services for the promotion of key campus-wide events, student programs, and campaigns.
- Implement the Boston College graphic identity system including review of division-wide print and web communications for adherence to university standards; guide employees on proper usage of the brand via individual and group training; and develop resources, including design templates and resource guides.
- Oversee division website content and design, including the evaluation of information architecture and new website development; measure and evaluate audience engagement via Google analytic reports.
- Create and serve as lead administrator for mobile app technology for our university commencement and Weeks of Welcome programming.
- Generate content for division social media channels and synchronize department efforts by organizing regular social media council meetings.
- Coordinate and manage communications for large-scale student events including our Weeks of Welcome programming and signature speaker series.
- Manage student employees and facilitate training for web and graphic design software; delegate and supervise student communication projects through mentorship and technical skill development.
- Serve as primary communications consultant on the University Title IX Committee, Professional Development Committee, and Boston College Civic Engagement Initiative, and chair a communication administrator campus group that shares marketing resources and best practices.
- Curator of division-wide rotating student photography gallery and exhibit space.

### **Independent Contractor–Marketing/Business Development/Graphic Design**

*Clients:*

#### **Kakosi Chocolate–11/2017–present**

- Custom graphic design services including rebranded food packaging designs, advertisements, flyers, web graphics, labels, and illustrations.

#### **The Unclaimed Advisor–Concord, Massachusetts–01/2009–06/2015**

- Created PowerPoint presentations, assisted in the preparation of request for proposal responses, and provided ongoing graphic design support.
- Collaborated with lead consultant in the design and development of the firm's website, including overall appearance, framework, informational structure, and final preparation of files for programming.

#### **Hola-La–Framingham, Massachusetts–10/2009–10/2013**

- Developed custom illustrations, graphics, and web design for student resources, advertisements, and email blast communications.

#### **Correlagen Diagnostics–Waltham, Massachusetts–03/2009–12/2010 (part-time contract position)**

- Updated company website and expedited online product launches using XML, Javascript, and HTML.

**Brandon Associates LLC–Boston, Massachusetts–09/2009–09/2010** (*full-time contract position*)

*Marketing Manager*

- Expedited the firm’s business development initiatives, including customer target strategies, lead generation, proposal writing, opportunity identification, and marketing calls to book meetings with potential clients.
- Implemented the firm’s social media outlets, including LinkedIn, Twitter, and WordPress.
- Managed and expedited the firm’s marketing initiatives, including mass communications, conference coordination, press conference logistics, database list generation, custom graphic design, and the drafting of articles and press releases.
- Rebranded firm’s corporate identity, including the website, logo, sales collateral, and newsletters.

**Xerox Corporation (formerly Affiliated Computer Services, Inc.)–Boston, Massachusetts–11/1999–01/2009**

*Senior Publications Specialist & Marketing Manager–06/2003–01/2009*

- Planned event logistics, budgeting, visual communication design, vendor negotiations, and promotions for highly successful company conferences and trade shows.
- Developed design concepts and created custom pieces, including product sheets, newsletters, brochures, promotional products, web graphics, illustrations, and presentations.
- Refreshed content and implemented new corporate identity guidelines of all collateral to enable in-house printing, resulting in a reduction of annual offset-printing costs by over 90 percent.
- Coordinated graphics production with outside printers, prepared design specifications to ensure compliance with corporate marketing standards, and reviewed all subsequent proofs.
- Collaborated with colleagues in the development and execution of new business initiatives and request for proposal contracts (RFPs), resulting in a 90 percent win rate generating \$750M+ in revenue.
- Prepared client list reports and expedited mass mail communications using Client Relationship Management (CRM) online software.

*Marketing Coordinator/Executive Assistant–11/1999–05/2003*

- Provided administrative support for managing director, including travel arrangements, correspondence, mass mailings, data analysis, and communications.
- Created numerous PowerPoint presentations for managing director and C-level executives.
- Handled on-site human resources administrative functions, such as annual open enrollment, new hire paperwork, and orientations.

**Digital Art Exchange–Boston, Massachusetts–03/1999–11/1999**

*Marketing Sales Representative*

- Business development research; lead generation for the sale of products and services to potential clients.
- Utilized customer sales database to expedite mailings, status updates, and email communication outreach.
- Prepared marketing and sales materials and proposals to send out to potential clients.

**SOFTWARE**

Adobe InDesign, Photoshop, Illustrator, Dreamweaver, iMovie, Microsoft Office, Adobe Experience Manager, Access, CRM Salesforce.com, WordPress, Facebook, Twitter, Instagram

**EXTRACURRICULAR ACTIVITIES**

Volunteer, Last Hope K9 Dog Rescue and Care Dimensions