

## Creative Graphic Design and Marketing Leader

### Bridge the Gap Between Brand and Audience

Experienced business leader with strong ability to elevate brand presence across digital, social, and print channels. Skilled in developing cohesive brand identities, supporting sales teams, and enhancing campaigns through email automation and stakeholder collaboration. Adept at managing last-minute requests while maintaining strong communication and relationship-building skills. Passionate about adapting to changing business needs and audiences to ensure messaging and visuals remain authentic and impactful.

#### Core Competencies

**Graphic Design | Branding | Digital and Print Campaign Development | Project Management**

**Email Marketing (Marketo, A/B Testing) | Content Auditing | Vendor Collaboration | Presentation Deck Design | Illustration and Icon Design | Social Media | A.I. Prompts**

#### Technical Skills

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Asana | Marketo Email Automation

HTML / CSS Knowledgeable | Firefly | SharePoint | Webflow/WordPress | PowerPoint | Microsoft 365

## Work Experience

**CROWN CASTLE**, Westford, MA

2017 - 2024

### Senior Graphic Designer, Marketing and CX

Developed and executed digital and print campaigns to maintain brand consistency across channels. Managed 300+ projects annually, including decks, illustrations, and redesigns of acquired business collateral. Researched licensed images for inclusive content and coordinated with social media and vendors for event marketing and approvals.

- Coordinated within cross-functional team of strategy experts, creative agencies and sales professionals to launch B2B marketing campaigns, increasing bookings by 5%.
- Designed quarterly email newsletter for Channel audience that remains one of the highest performance metrics to date, producing consistent open rate of 50%+.
- Established brand guidelines and documentation for growing division of channel partners, aligning visuals with parent branding and setting foundation for consistent activation and enhanced brand awareness across use cases.
- Collaborated with 3rd party vendors to set up online customization portal for sales teams to personalize toolkits, approving UX flow to order on-demand, while aligning with branding.
- Working closely with strategy leadership and lead-generation experts, created new templated email campaigns with A/B testing for optimal open rates and analyzed data, delivering 65% of new logo acquisition.
- Boosted conference booth traffic, optimized Marketo assets to create landing pages with appointment setting goals, fostering potential appointments and enabling us to provide data-driven results for continuous improvement among prospects and examine return on investment (ROI).
- Audited corporate website content, carefully assessing outdated stats, broken links, misleading copy, maintaining quality UI, pushing finish date ahead of schedule by providing website host partners more time.

**CROWN CASTLE (Continued)**

- Increased digital campaign efficiency planning process by creating and distributing checklist to ensure all assets were in place before reaching creative team, maximizing time and educating teammates on best practices that included Twilio numbers, UTM naming conventions and tracking options.
- Scheduled and led informal team-building discussions every Friday, to foster innovation and inspiration by sharing trends and recent works.

**HOUGHTON MIFFLIN HARCOURT, Boston, MA**

2015 - 2017

**Publications Designer, Marketing**

Upheld branding across education materials and promotions, via print and e-publications while maintaining department creative assets. Participated in brainstorming calls with field marketing and brand specialists to discuss goals for future marketing pieces. Suggested creative enhancements or alternative photo research for optimal performance. Maintain schedule of deliverables.

- Developed and enhanced virtual catalogs by incorporating interactive and animated features, creating a dynamic customer experience and resolving interactive issues on a weekly basis.
- Created Interactive PDF forms for account executive personalization and on-demand printing, ensuring formatting and design remain consistent.
- Managed multiple project assets and archive projects, ensuring all creatives had swift access to final materials for future reference.

**FENWAY COMMUNICATIONS, INC., Boston, MA**

2002 - 2011

**Designer and Project Coordinator**

Project management and creative services for on-demand customers and contract clients in the health, education and B2C markets.

- Provided estimates composed of materials and staff time required for deadline-driven requests and made necessary changes to individual asks based on budget flexibility.
- Preflight and revised client files, including logo recreation and photo color correction, ensuring high-quality output for direct mail and typesetting projects.

**Volunteer Experience****MASS CULTURAL COUNCIL, Co-Chair**

2015 - 2021

- Fostered connections between local artists and the community by reviewing and approving cultural grants, creating promotional materials for grant cycles, connecting artists to gallery spaces, and maintaining cultural council's website to showcase participants, winners, and upcoming events.

**Education**

- **Bachelor of Arts (BA)**, Studio Art, University of New Hampshire, Durham, NH

**Certification and Languages**

- UX Design, Google Certification, Expected October 2024
- Google A.I. Essentials Certificate, 2024
- Intermediate French