

DOREEN ST. JOHN

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EMPLOYMENT HISTORY

MARKETING GRAPHIC DESIGNER, 2015 TO PRESENT

University of Connecticut Foundation/Alumni Association, Storrs, CT

Work to solicit donations to UConn and UConn Health, steward donors, and publicize events for the Alumni Association. Originally worked as sole designer to art direct, prioritize, design, and produce all projects. Work has become more complex as we seek data to inform success and produce segmented mailings for Annual Giving. DELIVERABLES: Social media, email and web graphics, direct mail solicitations, invitations, branding, brochures, letters, proposals, and gifts.

GRAPHIC DESIGNER, 2010 TO 2015

Old Sturbridge Village Living History Museum, Sturbridge, MA

Worked as sole designer on marketing projects to increase attendance and garner donations. Managed, designed and produced over 1,300 projects in four years, including: five museum exhibits, 12 magazines, and over 30 wayfinding upgrades; redesigned an award-winning website; and implemented an efficient job traffic system. DELIVERABLES: Print and social media advertising, invitations, logos, brochures, magazines, web design and updates; supervision of freelance designers, photographers, and writers; photography; and print buying.

GRAPHIC DESIGNER, 1998 TO 2009

Office of Communications, Mount Holyoke College, South Hadley, MA

Collaborated with students, staff, and faculty campus wide to support marketing and fundraising efforts to attract new students. DELIVERABLES: Design of *Vista* tabloid, weekly *College Street Journal*, College rebranding, brochures, posters, banners, and giveaways. Directed photo shoots, worked with departments across campus on special projects, and maintained brand standards.

OTHER RELEVANT EXPERIENCE

BUSINESS OWNER, 2009 TO 2011

Persona Design Studio, Amherst, MA

Ran a successful graphic design and branding studio for local businesses.

FREELANCE GRAPHIC DESIGNER

The University of Massachusetts Lowell, MA
Cooley Dickinson Hospital, Northampton, MA
National Priorities Project, Northampton, MA
Skytemple Web Developers, Easthampton, MA

EXPERTISE

- Branding, logos
- Brochures
- Magazines, newsletters
- T-shirts, giveaways
- Posters, signs, wayfinding
- Advertising for print and web
- Billboards, banners
- Museum exhibits
- Web design
- Social media and e-mail graphics
- Photography
- Print buying/vendor liaison

SOFTWARE

- Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects
- CMS: Drupal, RedDot, WordPress
- Basecamp, Smartsheet
- Mailchimp
- Microsoft Office Suite: Outlook, Excel, PowerPoint, Teams

EDUCATION

- Graphic Design from The Art Institute of Boston
- Leisure Services with minor in Spanish from the University of Mass. Amherst
- HubSpot Inbound Marketing

AWARDS

- 2016 CASE District 1 Gold Award for UConn Foundation "Best Practices in Fundraising Campaigns"
- 2013 NEMA (New England Museum Association) Award and 2013 IMA (Interactive Media) Outstanding Achievement Award for Old Sturbridge Village website design