

## RESUME

### Jeannine Owens

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## PROFILE

Experienced graphic designer and art director with diverse experience as both in-house designer and independent consultant. Collaborative and skilled communicator who can work effectively with multiple stakeholders and contributors. Well-developed ability to develop project time lines and to meet milestones and deadlines. Passion for working with clients and creating cutting edge graphics that help promote and brand their product/service/event. Skill set also includes ability to develop and implement web, e-marketing and social media marketing campaigns.

## WORK EXPERIENCE

### Gliddon Owens Design, *Principal*, Gorham, ME – 1992 to present

Creates brand strategy, logos, marketing materials, web sites, advertisements. Contributes to all aspects of branding and design including creative conceiving, layout, project management and print production of deliverables. Creates multiple, concurrent projects in different stages.

- Rebranded family of MaineHealth books: created and implemented new design, worked collaboratively with various project managers, purchased photography and directed various print vendors resulting in a series of books to educate patients on health issues and support brand awareness.
- Rebranded Maine Audubon materials including the *Habitat* journal, programming collateral, annual report, signage and capital campaign initiatives resulting in greater awareness and development.
- Created brand standards and rebranded The Center for Grieving Children's materials to support development initiatives.
- Created and implemented recruitment campaign for YMCA Hayo-Went-Ha Camps (Michigan) by rebranding existing materials and creating camper-targeted materials, such as direct mail, e-marketing and social media channels resulting in increased campership and capital donations.
- Created, designed, produced booklet, under severe deadline, for The National Center on Family Homelessness presentation to the W.K. Kellogg Foundation, resulting in a \$1 million grant to the Center for The Katrina Project initiative.
- Created, designed and produced e-Marketing campaign for local theater production of *The Music Man*. Solicited ads, created and project-managed program book, resulting in a \$1500 donation to the theater department.
- Rebranded UMass Dartmouth Department of Music materials and created and implemented recruitment ad campaign, resulting in a threefold increase in student enrollment.

### The Gorham Times, *Art Direct/ Design/Produce*, Gorham, ME – January 2005 to present

Creates and maintains brand strategy of thriving local newspaper. Collaborates and strategizes with professional and volunteer staff and contributes via design, layout, production, writing, editing, project management and production deliverable.

- Rebranded bi-weekly newspaper to enhance visual aesthetic and legibility, resulting in increased readership and stronger brand awareness.
- Work collaboratively with advertisers to create strategically significant ads and ad campaigns resulting in sustained growth and/or event awareness.
- Strategize and implement special offer campaigns when applicable to boost reader participation.
- Led and implemented social media campaign including web and e-Marketing initiative resulting in stronger brand awareness, greater advertising sales and created an interactive relationship with reader.

## WORK EXPERIENCE

### **University of Southern Maine Office of Marketing, Portland, ME** **Graphic Designer, June 2006 to June 2011**

Strategized, implemented and designed annual reports, brochures, ad campaigns and company rebranding. Art directed vendors and supported web team. Managed creative planning and implementation for specific departmental clients.

- Developed, created and implemented a six-month marketing campaign for the USM Music and Theater Summer Camps campaign encompassing both social media and re-brand of traditional promotional materials resulting in a significant increase in enrollment.
- Developed and created the Thinking Matters, Civic Matters and Experience Matters materials for the Office of Service Learning to support the University's community service mission, resulting in increased awareness and enrollment.
- Branded, designed and produced Osher Lifelong Learning *Reflections* Art and Literature journal for 4 years in a row, resulting in higher submission rate and national program recognition.
- Created and produced School of Music Gala materials for 4 years in a row, resulting in an average of \$60,000 in scholarship funds per year.
- Strategized, concepted, designed, produced, art-directed photo shoot, managed timeline and budget to create the *Be A Mentor* campaign for the Office of Community Service, resulting in increased student mentors.
- Concepted, created and produced the Office of Admissions 9-piece suite of materials, resulting in supportive material in the marketing initiative to place USM as located in desirable location of Portland hub.

### **University of Northern Colorado Publications Department, Greeley, CO** **Graphic Designer, November 2000 to July 2001**

Strategized, implemented and designed University materials. Art directed vendors and managed student interns. Managed creative planning and implementation of deliverables.

### **University of Wyoming, Laramie, WY, Visiting Professor, Graphic Design, Academic year 2002 to 2003**

### **Colorado State University, Fort Collins, CO, Adjunct Instructor, Graphic Design, Academic years 2000 to 2003**

Designed and implemented curriculum for introductory and advanced level design classes that mixed theory with practise, including technology labs, resulting in well-prepared students entering the design field. Course evaluations reflected a well-designed course with pertinent information delivered.

## EDUCATION

### **Bachelor of Fine Art/Graphic Design, Colorado State University, Ft. Collins, Colorado, 1984**

### **Continuing Education: Web Design Track, Portland Adult Education, Portland, Maine, 2010**

## SHOWS/AWARDS/ORGANIZATIONS

### **New England Press Association Better Newspaper Awards**

*Third place, Ad design—b/w, Boston, MA, 2008*

### **New England Press Association Better Newspaper Awards**

*Second place, Ad design—color, Boston, MA, 2007*

### **Arts & Business Collaborative Art Show**

*Honorable Mention, acrylic painting, Portland, ME, 2005*

### **Higher Education Association of the Rocky Mountains Awards**

*HEAR Design Excellence Awards, 2001: UNC QuickLook brochure, UNC Viewbook, Michener newsletter, UNC Education for Life poster*

*Member, University and College Designers Association, 2005 to present*

*Member, Portland Ad Club, Portland, ME, 2004 to 2006*

*Board Member, The Museum of African Culture, Portland, ME, 2004 to 2005*