

# JENNIFER ADLER

## DESIGN + COMMUNICATIONS + BRANDING

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### CAREER OVERVIEW

IDA Honorable Mention award-winning communications and design leader with 25 years of experience managing and creating contemporary and impactful print and digital collateral that reinforces brand, builds awareness, and has contributed to multiple multimillion dollar campaigns for 125+ clients and employers. Proud to have fostered long-term relationships with colleagues, vendors, and organizations through excellent collaboration, big picture problem-solving, organized flexibility, great attention to detail, quick turnaround, respect for all stakeholder input, and a proactive, easy, ego-free approach. Currently looking to focus efforts for one fantastic organization and really engage with all aspects of branding, design, communications and storytelling. Portfolio may be found here: [www.jenniferadlerdesigns.com](http://www.jenniferadlerdesigns.com)

### RELEVANT EXPERIENCE

BOSTON ARTS ACADEMY FOUNDATION, BOSTON, MA

INTERIM SENIOR DIRECTOR OF COMMUNICATIONS [JUNE–AUGUST 2023 CONTRACT]

- Designed annual gala invitation suite, poster for car raffle campaign, and social media posts. Strengthened relationship with external PR firm to facilitate press releases and social media for new hires, upcoming events, and new board members. Oversaw redevelopment of social media calendar.

SURVIVAL BY DESIGN GRAPHIC DESIGN, LYNN, MA

GRAPHIC DESIGNER + COMMUNICATIONS CONSULTANT [MARCH 2008–PRESENT]

- Use background in communications, branding, project management, graphic design, strategic messaging, event planning, and product development to produce compelling, branded, and socially-aware print and digital assets; meaningful fundraising materials; and creatively-branded special event collateral to connect with myriad target audiences. Provide leadership on projects to ensure branding is consistent, messaging is clear and up-to-date, graphics are compelling and impactful, and content is strategic, well-researched and optimized to deliver the preferred end goal (whether awareness, engagement, or conversion).
- Highlighted clients: **Boston Arts Academy Foundation, Joslin Diabetes Center, United Way of Rhode Island, Downtown Lynn Cultural District, The Brickyard Collaborative, Jewish Federation of Greater Dallas**

BOTTOM LINE, BOSTON, MA

NATIONAL DIRECTOR OF MARKETING + COMMUNICATIONS [JULY 2016–JUNE 2017]

- Designed all national print collateral including annual report, academic study/evaluation report and organization's 20th Anniversary logo. Managed digital presence across social media accounts and coordinated national campaigns.
- Created new branding guidelines, corresponding style guide, and key messaging materials.
- Launched new organizational website and regularly designed new content. Art directed redesign of several key webpages and maintained backend of website.
- Conducted organization-wide audit to assess effectiveness of internal and external communications. Initiated the organization's first national Communications Squad to provide national leadership, support the needs of each region (New York, Chicago, Boston, Worcester), and establish a pipeline to disseminate branding standards, organizational templates, and consistent messaging. Provided a space for regional professionals to collaborate, share knowledge and best practices, and provide feedback back to national office. A cross-section of staff from each region, with special emphasis on Communications, Development or Operations, met monthly.

THE DIMOCK CENTER, ROXBURY, MA

DIRECTOR OF COMMUNICATIONS [APRIL 2007–MARCH 2008]

- Directed all internal and external communications needs of the community health center. Designed and produced video presentation, annual report, brochures, newsletters, invitations, posters, banners, ads, commemorative book, and all materials for signature fundraising event as well as annual Women's Health Forum. Managed all vendors.

- Thoroughly translated new branding throughout organization and across all communications materials when organization changed name and brandmark.

UNITED WAY OF RHODE ISLAND, PROVIDENCE, RI  
COMMUNICATIONS SPECIALIST [NOVEMBER 2002–MARCH 2007]

- Conceptualized, wrote, and produced *Impact News*, a video training series on topics like "new branding standards" and "organizational best practices" that is still in use for new hires today.
- Designed and produced fundraising campaign materials, print ads, corporate communications, and event collateral. Managed and collaborated with freelance designers, photographers, event planners, and vendors to support campaign events, community summits, and annual meetings.
- Ensured strict organizational compliance to national United Way of America branding throughout national rebrand.

DIMEO CONSTRUCTION COMPANY, PROVIDENCE, RI  
MARKETING MANAGER [OCTOBER 1998–FEBRUARY 2002]

- Produced proposals in response to RFPs and qualification package requests within strict deadlines. Managed acquisition and organization of proposal materials from a wide range of contributors including in-house departments, collaborating architects, and joint venture firms.

## ADDITIONAL EXPERIENCE

SURVIVAL BY DESIGN CARDS, LYNN, MA  
"BEST SELLING" INDEPENDENT LICENSED ARTIST + PRODUCT DESIGNER [JULY 2008–PRESENT]

- Concept, write and design "best selling" greeting cards to various art targets and audiences. Generated \$750,000+ in sales for *RSVP/Sellers Publishing* (2012–present) and *Papyrus/Recycled Paper Greetings* (2009–2018) via greeting card kiosks in Target, Whole Foods, Wal-Mart, FedEx, and other retail in US and Canada.
- In 2009, launched a line of greeting cards featuring diverse characters saying humorous sentiments in direct contrast to the existing Hallmark brand. Cards were a finalist for Best New Product at the National Stationery Show in NYC. Filled orders for stores in 12 states, in Paperchase stores in England and Borders Bookstores in the US.

## AWARDS

IDA INTERNATIONAL DESIGN AWARDS  
Honorable Mention, Brickyard Collaborative  
COVID Floor Decals, 2021

NATIONAL STATIONERY SHOW  
Best New Product Finalist, 2009

## EDUCATION

RHODE ISLAND SCHOOL OF DESIGN, PROVIDENCE, RI  
Certificate, Advertising + Print Design, 2006

BRYANT UNIVERSITY, LINCOLN, RI  
MBA Candidate, 2001–2002  
Completed courses with Honors and in Good Standing:  
Organizational Theory and Behavior, Business and Society,  
Economics for Business, Written Communication, Basic Statistics

BRANDEIS UNIVERSITY, WALTHAM, MA  
Bachelor of Arts, Philosophy, 1996

## SOFTWARE

Design: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat), Canva  
Digital: WordPress, WIX, Constant Contact, Mailchimp, Social Media  
Office/Project Management: Microsoft Office Suite, QuickBooks, Basecamp, Asana

## LEADERSHIP ROLES, MEMBERSHIPS + VOLUNTEERISM

Reviewer, Massachusetts College of Art and Design Senior Illustration Student Portfolio Reviews [2018–present]  
Focus Group Participant, Thrive Market, Whole Foods, Political Campaigns [2013–present]  
Member, AIGA [2012–present]  
Member, Creative Communications Club of Providence [1998–2012]  
Board Member, Downtown Lynn Neighborhood Association [2008–2021]  
Trustee, 7 Central Square Condominium Association, Lynn, MA [2013–2018]