

jennifer adler

innovator, collaborator, strategizer, motivator, natural storyteller

20 central avenue #503, lynn, ma 01901 portfolio: survivalbydesign.net/portfolio
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career overview

Fresh thinking creative director, IDA Honorable Mention award-winning graphic designer, and collaborative communications leader with more than a decade of experience managing and designing bold and impactful print and digital collateral that reinforces brand, builds awareness, and has contributed to multiple multimillion dollar campaigns for 125+ clients. Boundary-pushing solopreneur who launched a counter-culture line of stationery as a “Best of the New Product” and has been a “best selling” revenue-generating creator for major greeting card brands in the US and abroad. Have fostered long-term relationships with colleagues, vendors, and organizations through excellent partnership, organized flexibility, great attention to detail, quick turnaround, and a proactive, easy, ego-free collaboration. View my portfolio: www.survivalbydesign.net/portfolio

relevant experience

Survival By Design Graphic Design, Lynn, MA

Creative Director, Graphic Designer + Communications Consultant [March 2008–present]

- Drawing on my background in project management, storytelling, graphic design, strategic messaging, and product development, I produce compelling, branded, and socially-aware print and digital corporate communications, meaningful nonprofit fundraising materials, and creatively-branded special event collateral to connect with myriad target audiences. From project kick-off to completion, I work together with various teams to accomplish each project's goals.
- I consistently exceed client expectations, efficiently meet project goals, beat timelines, and design to production budgets with strong organizational and communications skills and in a proactive, positive way. I 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: United Way of Rhode Island, Jewish Federation of Greater Dallas, Boston Arts Academy Foundation, Joslin Diabetes Center, Jewish Alliance of Greater Rhode Island, Enel Green Power, The Brickyard Collaborative, Far From The Tree Cider, The City of Lynn

Bottom Line, Boston, MA

National Director of Marketing + Communications [July 2016–June 2017]

- 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.
- 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.

The Dimock Center, Roxbury, MA

Director of Communications [April 2007–March 2008]

- Directed all internal and external communications needs of the community health center. Managed vendors, 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.
- Thoroughly translated new branding throughout organization and across all communications materials when organization changed name and landmark.

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 relevant 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

Brandeis University, Waltham, MA
Bachelor of Arts, Philosophy, 1996

Bryant University, Lincoln, RI
MBA Candidate, 2001–2002
Completed the following courses with Honors and in Good Standing:
Organizational Theory and Behavior, Business and Society,
Economics for Business, Written Communication, Basic Statistics

software

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

leadership roles, memberships + volunteerism

Member, AIGA / Boston [2012–present]
Reviewer, MassArt Senior Illustration Portfolio Reviews [2018–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)