

Jennifer Adler

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Career Overview

Fresh thinking graphic designer and communications professional with more than a decade of experience designing bold and eye-catching print and digital collateral that has contributed to multiple multimillion dollar fundraising campaigns and signature events for 125+ clients. I often work as an extension of in-house and quickly become considered integral to the team. I would LOVE to help solve all your graphic design problems with great attention to detail, quick turnaround, and a proactive, easy collaboration.

For more: www.survivalbydesign.net/portfolio

Relevant Experience

Survival By Design Graphic Design Lynn, MA

Graphic Designer + Communications Consultant [March 2008–present]

- Drawing on my background in communications, graphic design, copywriting, and product development, I produce compelling print and digital corporate communications, meaningful nonprofit fundraising materials, and creatively-branded special event collateral to connect with myriad target audiences. From project brief to completion, we work together to accomplish your design goals.
- I consistently exceed client expectations, meet project goals, beat timelines, and design to production budgets with strong organizational and communications skills and in a proactive, positive way.
- 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

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, as well as all digital content for website, social media, and emails.
- 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 Drupal website updates.
- Managed digital presence across social media accounts and coordinated national campaigns.

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 event video presentation, annual report, brochures, newsletters, invitations, posters, commemorative book, banners, ads in the *Boston Globe* and *Boston NOW*, and all materials for signature fundraising event, *Steppin' Out*, as well as annual Women's Health Forum.
- Thoroughly translated new branding throughout organization and across all communications materials when organization changed name and brandmark.
- Created advertising campaigns for local media to increase visibility for events and programs.
- Updated organizational and event websites to keep content fresh and attract guests to events.

United Way of Rhode Island Providence, RI

Communications Specialist [November 2002–March 2007]

- Designed and produced fundraising campaign materials, corporate communications and event collateral. Managed and collaborated with freelance designers, photographers, event planners, and other vendors to support campaign events, community summits, and annual meetings.
- Ensured strict organizational compliance to national United Way of America branding throughout national rebrand of nonprofit.

- Designed, wrote copy, and placed ads in *Rhode Island Monthly* magazine, *The Providence Journal* and other local newspapers.
- Conceptualized, wrote, and produced *Impact News*, a video training series on topics like “following new branding standards” and “organizational best practices” that is still being used for new hires today.

Dimeo Construction Company Providence, RI
Marketing Manager [October 1998–February 2002]

- Produced proposals in response to RFPs and qualification package requests within strict deadlines to generate new business.
- Managed acquisition and organization of proposal materials from a wide range of contributors including in-house departments, collaborating architects, and joint venture firms.
- Produced and maintained the company's supply of marketing materials and promotional products.

Additional Experience

Survival By Design Cards Lynn, MA
Licensed Artist + Product Developer [July 2008–present]

- I have collectively sold \$750,000 worth of greeting cards as an independent licensed artist for *RSVP/Sellers Publishing* (2012–present) and *Recycled Paper Greetings* (2009–2018). My licensed greeting cards have been sold in Target, Whole Foods, Wal-Mart, FedEx, and Key Food stores, and other retail locations throughout US and Canada.
- In 2009, I launched a boutique greeting card line and was a finalist for *Best New Product* at the National Stationery Show in NYC. I subsequently filled orders for stores throughout 12 states, as well as throughout Paperchase stores in England.
- Survival By Design Cards was featured in *Stationery Trends*, *The Paper Chronicles*, *Greetings, Etc.*, *Giftware News*, *Rhode Island Monthly*, *Providence Monthly*, *The Providence Sunday Journal* and *NBC 10 Philadelphia* (online).

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

Software

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

Leadership Roles, Memberships + Volunteerism

Member, Aiga / Boston [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)