

# Jennifer Adler

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## Career Overview

Creative professional who has collaboratively and reliably solved communications and graphic design problems for 50+ clients (both as part of in-house team and freelance consultant) on time, on budget and beyond client expectation with a positive and thoughtful attitude.

## Relevant Experience

### **Survival By Design Graphic Design**, Lynn, MA

#### **Communications Consultant + Graphic Designer** [March 2008–present]

- Utilize communications background, art direction, graphic design, writing, entrepreneurial, product development experience, and exceptional customer service to efficiently produce digital and print corporate communications, nonprofit fundraising materials, social media, and event collateral within client branding to effectively connect with myriad target audiences.
- Manage multiple client project expectations, goals, timelines, and budgets with strong organizational and communications skills and in a proactive, positive way.
- Identify and collaborate effectively with freelancers, public relations firms, web developers, printers, and others as required by project to provide full service deliverables to clients.
- Manage all daily operations of company including accounting, client relations, new business development, website content management, and social media presence.
- Portfolio: [www.survivalbydesign.net/portfolio](http://www.survivalbydesign.net/portfolio)

### **Bottom Line**, Boston, MA

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

- Designed all national print collateral: 2016 annual report, an academic study/evaluation report including infographic icons, corporate overviews, development materials/pledge cards, postcards, popup banners, recruitment fliers, event materials, and a full suite of organization-wide stationery and letterhead. Designed the organization's 20<sup>th</sup> Anniversary logo. Designed all digital content for website, social media, and emails.
- Created new branding guidelines to reflect a logo and color palette update. Created corresponding style guide, key messaging materials, photography guidelines, etc.
- Project managed the launch of new organizational website and regularly designed new content. Art directed redesign of several key pages of website and maintained backend of Drupal website updates both personally and with external web developer.
- Generated and shared relevant and engaging social media content on national Twitter, Facebook and LinkedIn accounts to promote brand and build relationships with our audiences. Designed online visual campaign for 2016 Giving Tuesday and coordinated national annual college signing day campaigns for 2016 and 2017.
- Strategized a public relations plan to build thought leadership, position the organization as a leader in the field, and generate effective tools to strengthen the brand (communications calendar, data compilation, key messaging, storytelling, credibility building, spokespeople training, etc.)

### **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.
- Served on several cross-departmental teams and committees including disaster preparedness, internal fundraising campaign, suggestion committee, and the social activities planning team.
- 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.

## Product Design Experience

**Survival By Design Cards**, Lynn, MA

**Product Developer + Writer + Illustrator + Presenter** [July 2008–present]

- Design and produce a boutique line of smart and humorous greeting cards and stationery items. Design all products, promotional materials, digital content, presentations and write all copy.
- Generate royalties as an independent licensed artist with *Recycled Paper Greetings* and *RSVP/Sellers*. Cards are sold in Target, Whole Foods, Wal-Mart and stores throughout US.
- Actively promote cards, cultivate press and manage social media for company. Have received editorial placement in numerous publications including *Stationery Trends*, *The Paper Chronicles*, *Greetings, Etc.*, *Giftware News*, *Rhode Island Monthly*, *Providence Monthly*, *The Providence Sunday Journal* and *NBC 10 Philadelphia* (online).
- In September 2015, presented about creative entrepreneurial experience at Salem State University's Enterprise Center as part of Start-Up series.
- Successfully crowd-sourced \$5,000 in 30 days on Kickstarter in 2011 to expand inventory and raise visibility of brand.
- Launched greeting card line as a finalist for *Best New Product* at the National Stationery Show in NYC in 2009 and promoted products at the tradeshow from 2009–2011. Have filled orders for stores throughout 12 states, as well as Paperchase stores in England.
- Sell products at art sales in New England including RISD Alumni Art Sales.

## Education

Rhode Island School of Design, Providence, RI  
**Certificate, Advertising + Print Design, 2006**

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

Emerson College, Boston, MA  
**Musical Theatre, 1992–1994**

## Software

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

## Leadership Roles, Memberships + Volunteerism

Member, AIGA / Boston [2012–present]  
Board Member, Downtown Lynn Neighborhood Association [2008–present]  
Trustee, 7 Central Square Condominium Association, Lynn, MA (2013–2018)  
President/Treasurer, Kennedy Gardens Condominium Association, Providence, RI (2004–2017)  
Member, Creative Communications Club of Providence [1998–2012]  
Volunteer, Arts After Hours, 2016 Volunteer of the Year, Lynn, MA [2008–present]  
Volunteer, Public Art Commission/Ad Hoc Committee, Lynn, MA [2014–present]  
Volunteer, Lynn Museum's Bootleg Bash: Speakeasy Fundraiser Event Committee Member [2012]  
Volunteer, GreenUp RI + Member of the Year, People's Power & Light [2010]