

JESSICA SUTICH

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SKILLS

- Graphic design, web design, web developing, typesetting, video editing, writing, editing
- Advanced to expert skills with the following software applications— Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, QuarkXPress, AfterEffects, Final Cut Pro, Microsoft PowerPoint, Word, Excel, and Access
- Web development skills in HTML/XHTML, CSS, Javascript, PHP, Wordpress, Sitecore

WORK EXPERIENCE

Front-End Developer / Web Content Manager

Fletcher School of Law and Diplomacy (Tufts), Medford, MA

September 2010–Present

Web content manager and front-end developer for Fletcher. Participating in strategic planning and execution of a content migration for a thousand-plus page site to Sitecore. Creating microsites to match Fletcher's branded site. Working with marketing team to create a social media strategy, creating and planning roll-out strategy for email marketing campaigns, integrating social media into online content and to boost marketing campaigns. Managing student web writers to cover school events. Editing written pieces, choosing photography, and working with video editing of events to generate fresh material that aligns with Fletcher's brand and message. Creating various print pieces including annual reports, ads, brochures, posters and programs.

Freelance Graphic Designer / Front-End Developer

May 2009–Present

Working as a print and web designer and front-end developer for industries such as higher-education, non-profit, travel, and utilities, and individual business owners. Creating sites using Dreamweaver as well as hand coding HTML/XHTML, CSS, Javascript and PHP. Creating sites in a MAMP environment for various client needs. Creating sites for small businesses such as a local microbrewer, performers, and a fitness trainer site using Wordpress as a CMS allowing blogging and comment capabilities to drive traffic to sites with user interaction. Improving traffic to sites using SEO tactics.

Web Designer/Email Designer

Elderhostel, Boston, MA

September 2008–April 2009

Primary designer for web-redesign. Hired to use Dreamweaver and Flash, to update the look and feel of website for more user interactivity. Responsible for being informed on current web design and web development theories to create a website that meets the need of users with a wide range of web familiarity. Ensure that webpages are search engine friendly using SEO tactics. Create email campaigns and associated landing pages. Redesign email newsletter to streamline email marketing and deliver a more targeted marketing message. Use industry best-practices for email marketing. Work with a marketing team to test new design ideas and analyze results using quantitative measures. Work with a design team to keep site consistent with company brand and message. Work with IS team to increase capability for site personalization and interaction for users.

Marketing and Communications Coordinator

Hostelling International, Somerville, MA

June 2007–September 2008

In the capacity of graphic designer, designed, and wrote copy for print collateral including the annual report, event materials, print ads, newsletters, and promotional materials. Negotiated contracts with print vendors. Developed a new marketing plan for print collateral to ensure that materials met the highest environmentally sustainable standards to match the organization's vision. Created website graphics including my own photography. Maintained website updating as necessary. Conceptualized, designed and wrote copy for on-line marketing collateral including e-newsletters and email blasts. Created a strategic marketing plan to increase business at the cape and island hostels. Worked with Program and Education Director and Development Director to enhance marketing strategy for programs and fundraising. Wrote press releases to increase visibility for the organization. Secured booths at local festivals and organized materials and volunteers to create a strong presence for the organization.

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WORK EXPERIENCE, CONT'D

Graphic Designer

Aquent, Boston, MA

January 2006–May 2007

State Street Global Advisors: Creating presentations and direct mailings for a global company. Managing multiple projects with tight deadlines formatting, creating, and editing materials to meet corporate standards for branding and legal compliance. Maintaining a high level of customer service in communications with clients and presenters to ensure that projects run smoothly and the established confidence in the department is upheld. Managing a database of projects to provide a resource library easily accessible for future access.

Sopris West: Developed promotional materials for an educational services company including presentations, direct mailings, catalogs, ads, and email campaigns. Worked with printing vendors managing projects to ensure tight print deadlines were met. Edited materials to ensure content was appropriate for different audiences.

Graphic Designer

HayGroup, Boston, MA

February 2000–December 2005

Designed, edited, and produced print materials including catalogs, magazine ads, and other print collateral. Negotiated contracts with printers and other vendors for print production. Created website graphics including my own photography. Functioned as presentation specialist and developed templates and graphics for PowerPoint presentations for client proposals and program materials for leadership training programs. Worked to establish team unity and effectiveness during several corporate restructurings by maintaining flexibility and diffusing conflicts resulting in bolstered confidence in the changes. Created a strategic plan for workflow between several work teams. Interacted directly with clients to meet their diverse needs and to maintain a high level of customer service. Functioned as a project coordinator managing a team of production specialists and administrative assistants. Trained people of all skill levels to facilitate a more productive team. Managed materials and maintained a database of products. Acted as the contact person for accessing, updating, and standardizing materials for a global-wide company.

Graphic Designer

Various Non-Profit Organizations

February 2001–2004

Created print materials including letterhead, envelopes, and direct mailings for several benefits. Worked within the organization's limited budget to meet their needs for rapid turn around. Delivered pieces to match the branding system of the organization. Managed all aspects of this project including creation, editing, and print production. Created materials for a rebranding campaign for a non-profit technology leadership program. Managed project and outside vendors including price negotiation to fit the budget of the organization. Print collateral was featured in AlphaGraphics' promotional brochure.

ADDITIONAL SKILLS

Teaching CSS to W3School Standards, Illustrator, Photoediting to wide variation of skill levels for the BCAF

Tutoring English and writing skills at Boston Latin for 7th–9th grade students

Research and grant writing experience working with children ages 2–15 and their families

Strong presentation and communication skills from experience as an improv and stand-up comedian

Performer with THIS improv at corporate events

Hosting, producing, booking, and promoting a monthly storytelling show

EDUCATION

Massachusetts College of Art, Boston, MA—Graphic Design Program

Colorado Outward Bound School month-long orienteering training

University of Rochester, Rochester, NY—B.A., Psychology, 1997