

CAREER SUMMARY

10+ years designing and producing print and online marketing communications for the manufacturing, entrepreneurial, non-profit, upscale retail, and B2B and B2C sectors using Adobe CC applications and WordPress. Graphic production support specialist. Three years as a design and writing educator at university undergraduate and graduate level. Community builder experienced in building relationships and increasing productivity through collaboration and innovation.

EXPERIENCE

Marketing Communications:

- Graphic design, web design, writing and editing supporting identity development, brand collateral, business communications, brand positioning and campaign advertising
- Conceptualize and develop plans, proposals and strategic campaigns with an emphasis on identifying opportunity for market engagement and brand-building
- Generate content ideas to achieve marketing milestones and realize organizational initiatives

Customer Service and PR:

- Identify, develop and sustain relationships with organizational and community partners
- Distill input from diverse resources or groups to identify common ground and create deliverables in full support of the collective goal
- Employ verbal, written and visual strategies to clearly communicate complex marketing concepts and objectives to clients, associates and other stakeholders

Technical and Production Skills:

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign and Acrobat, on Mac or PC
- Microsoft Office Suite: Word, Excel, Outlook, plus PowerPoint and Publisher
- WordPress website design and theme customization; HTML/HTML5 and CSS/CSS3, plugin configuration

ONLINE PROFILES

 <http://www.linkedin.com/in/michelletouchette>

 <http://www.mtouchette.com>

EMPLOYMENT HISTORY

Freelance Graphic Designer and Community Collaborator Sep 2006–Present

- Art direction, graphic design and graphic production arts for print and digital media using Adobe Creative Cloud applications (Photoshop, InDesign, Illustrator, Dreamweaver), WordPress, and HTML and CSS
- Write and edit copy for a wide array of print, web, desktop publishing and social media marketing outlets
- Develop interactive web content and social media graphics using Photoshop and Illustrator
- Client consultation and needs discovery to clarify opportunity and message objectives
- Advise clients on best practices for on- and offline marketing strategies
- Project management, budgeting, client relationship building and vendor liaison

Marketing Communications Coordinator

ROCK SOLID Companies, Maple Grove, MN (telecommuting) Nov 2006–Jul 2016

(Family-owned MN-based business, worked from my Richmond home office via VPN)

- Produce print and online marketing materials for commercial and residential properties using Microsoft Publisher, Adobe Dreamweaver, and HTML and CSS
- Maintain existing brand standards and further develop organizational brand identity
- Location specific economic and demographic research on a per property or community basis
- Content development, copy writing and editing, brochure production and web updates
- Monitor brand consistency across all creative and graphic materials

Technical Communications Design Specialist

LandAmerica Financial Group, Richmond, VA Jan 2004–Sep 2006

- Research content, interview stakeholders and write articles for product/service promotion, instructional design, knowledge base resources, software documentation, and internal communications
- Design, write and coproduce inter-departmental newsletter
- Develop and lead training seminars; prepare learning materials
- Provide graphic design services consistent with brand standards for inter-departmental and corporate wide communications and training initiatives using Adobe Creative Suite applications
- Communicate with executive staff, colleagues, project team members and outside vendors



EMPLOYMENT HISTORY *(continued)*

Community (Adjunct) Faculty

ECPI University, Richmond, VA Feb 2007–July 2010
 Metropolitan State University, St. Paul, MN Jul 2001–Aug 2002

- Lecture, demonstrate, discuss and facilitate labs covering the core concepts of communication design theory and English composition
- Nurture and lead students through the learning process using classroom strategies including brainstorming, collaborative activities and peer feedback sessions
- Prepare printed and online lesson materials for adult learners
- Collaborative development of curricula for degree courses in visual communication

Academic Sabbatical (please see below) Jan 1997–May 2001

Digital Imaging Specialist and Graphic Production Support Jul 1989–Dec 1996

Dayton Hudson Corporation—Department Store Division (now Target Corp.), Minneapolis, MN

- Create, scan, prepare, retouch and electronically manipulate photographs and line art
- Catalog, organize and maintain asset library of over 1,500 image files
- Work with art directors to interpret layouts, resolve fruition challenges and produce complex graphics files for print
- Serve on a last point of contact team delivering ads under tight deadlines often involving last-minute changes

Art Director

Fluoroware, Inc. (Now Entegris Corp.), Chaska, MN Aug 1987–Jan 1989

- Consult with executive leadership and product managers to conceptualize, design and produce a full range of corporate and product literature, marketing materials and trade show exhibits
- Maintain a visual identity consistent with corporate brand standards
- Work closely with project managers and print providers on budgeting, paper selection, printing processes and speciality options and press proofing

EDUCATION

Metropolitan State University: MS, Technical Communication, May 2001
 Metropolitan State University: BA, Marketing and Anthropology; Creative Writing minor, May 1999
 Minneapolis Community & Technical College: AAS, Digital Media, May 1999
 University of Minnesota: Coursework in Applied Design, Studio Arts and Journalism

COMMUNITY COMMITMENT

Regular Collaborator on RVA Grass Roots Creative Initiatives Ongoing

- *Drains to the James*—a series of environmental PSA posters placed throughout the downtown RVA Arts & Culture district for the Richmond 2015 UCI Road World Championships (2015)
- *Affair with the James*—branding and web design for an award-winning documentary film (2012)
- *chesterfieldoutdoorprograms.com*—the “unofficial official” website for Chesterfield County Outdoor Programs (2010)

YMCA of the Greater Twin Cities—YMCA Poker Classic Fundraising Tournament Jul 2012–Dec 2014

- Develop event branding evoking the old west consistent with Y organizational brand standards
- Plan a multi-channel marketing strategy including direct mail, peer-to-peer promotion and ticket sales and newspaper advertising
- Event revenues increased from \$5K to \$40K over the three event cycle in which I participated

AmericorpsVISTA® America Reads and Public Achievement Coordinator Jul 2001–Jul 2002

(Volunteer in Service to America) Corporation for National Service, Washington, DC

- Work with diverse community partners planning, managing and marketing several overlapping events and programs in urban elementary literacy and responsible youth citizenship
- Research, design, write and produce informational publications for program advertising, public relations, community outreach, program documentation and volunteer training
- Supervise and lead volunteers through a productive and rewarding volunteer experience

