

Carolynne L. Wilcox

7533 Sunnyside Ave N. Seattle, WA 98103 • 206.595.1927 • carolynnewilcox@earthlink.net • www.carolynnewilcox.com

Graphic Designer

Efficient, detail-oriented graphic designer with 15+ years print and digital experience. Well-versed in developing branded, appealing materials for arts organizations, colleges (Cornish College of the Arts; Towson University) and consumer brands like Nordstrom. Skilled at managing graphics projects from conception to production, as well as managing vendors. Adept at communications and problem-solving both independently and as part of a team. Public relations and social media savvy, with an eye on the overarching vision of both product and organization. Well-versed in event planning from conception through implementation. Certificate in Visual Communications from the Art Institute of Seattle and Master of Fine Arts from Towson University.

Employment History

Graphic Designer/Marketing Writer

2001-Present Various Organizations – Seattle, WA & Baltimore, MD

Contract Work, including:

- Managing marketing campaigns for stage productions from inception to production, including social media plans, news release/copywriting, website content hosting, creating advertisements, building sponsorship relations with local businesses
- Developing press kits and building relationships with media representatives
- Designing posters, programs, postcards and brochures for higher education institutions and theatre companies, including Eclectic Theater, eSe Teatro and Everett Community College

Graphic Designer/PR Manager

9/09-3/12 Stone Soup Theatre & Stone Soup SummerStage – Seattle, WA

- Designed all print collateral plus social media and web visuals
- Launched and managed social media channels and blog
- Administered blog sites and website
- Managed key projects, including play submissions and registrations for youth summer camps
- Handled public relations, developing relationships with local media members to promote productions
- Wrote and edited copy for press releases, brochures and advertisements
- Managed interns and volunteers, directing their work, tracking schedules and teaching processes
- Hired local directors for annual female theatre festival the Double XX Fest

Office Manager

8/07-6/08 Yama Yoga Studio – Baltimore, MD

- Created flyers and marketing materials for Registered Yoga Trainer (RYT) classes, community classes and local wellness events
- Managed and maintained studio databases
- Assisted in facilitating both community and RYT class registration and check-in
- Assisted in bulk mailings and preparations for wellness events

Graphic Designer & Marketing Coordinator

9/05-5/08 Towson University Theatre Department – Baltimore, MD

- Conceptualized and created print work for department productions, including ads for nationally distributed American Theatre publication
- Managed, designed and distributed weekly newsletter
- Facilitated online news group
- Prepared guest artist contracts and facilitated guest visits

Department Coordinator

10/99-8/05 Cornish College of the Arts (CCA), Humanities & Sciences Dept. – Seattle, WA

- Designed new staff handbook to create more visually pleasing, streamlined info for all staff

- Communications and project management – wrote communications on behalf of department chair, relaying important info clearly and succinctly
- Acted as departmental liaison for campus move to new, downtown campus
- Event and retreat planning, including All-Staff Appreciation Day, Departmental Retreats, Curriculum Planning sessions as well as managing administrative responsibilities for national Consortium for Liberal Education in the Arts (CLEA) conference in 2004, hosted by CCA
- Participation in hiring committees for Department Chair, plus both adjunct and permanent faculty including resume evaluation, interview panels, scheduling & guiding candidates for days of meeting and interviewing with different college groups
- Instructor support and diplomacy, including scheduling/minute-taking for faculty meetings, assisting and producing classroom syllabi, facilitating aid for inter-departmental teacher conflicts

Graphic Designer, Contract Work

4/99-12/99 The Creative Group – Seattle, WA

Freelance Projects Included:

- Designing brochures for HealthComm International
- Strategizing a new brand identity for Kathryn Harrison Designs, including new logo
- Updating the national catalog for the American Association of Naturopathic Physicians

Designer/Editor

2/97-9/98 Nordstrom Corporate – Seattle, WA

- Designed, produced and edited in-store visual communications for Brass Plum, Town Square, Encore, Point for View, Petite Focus and Cosmetics departments nationwide
- Created & designed print templates in coordination with Brass Plum for all special promotional events
- Created & designed print templates for Spring 1998 for all stores nationwide
- Acted as Senior Editor during colleague's vacations, including writing copy for trunk shows/events in all departments and delegating smaller editing tasks to department editors

Education

Master of Fine Arts from Towson University, Baltimore, MD

Certificate in Visual Communications from Art Institute of Seattle

Teaching Certificate in English as a Second Language from Seattle Pacific University

Bachelor of Fine Arts from United States International University, San Diego, CA

Skills

Proficient with Adobe Creative software including Photoshop, InDesign, Illustrator, Acrobat as well as Microsoft Office software, including Word, PowerPoint, Excel, SharePoint, Outlook and Publisher. Conversationally fluent in Spanish.