

# mandy howard

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Let's Connect:



## EDUCATION

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### Villa Julie College

#### Visual Communication Design

Bachelor of Science Degree

Owings Mills, MD

Graduated: May 2010

### Catoctin High School

#### Arts & Communications Academy

#### Career Tech Center – Web Design

Thurmont, MD

Graduated: May 2006

## TECHNICAL SKILLS

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- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe LightRoom
- Coda, Dreamweaver
- HTML5, CSS
- Bootstrap, UIKit
- Joomla/Wordpress CMS
- Event Photography, Editing
- Social Media Management
- Google Analytics
- Blog Management
- MailChimp, MadMimi, Constant Contact, Salsa
- Microsoft Office
- Project Management software: Basecamp, Trello, Wrike

## QUALITIES

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- Creative strategic visual storyteller
- High attention to detail
- Honest, accountable and reliable
- Strong communication and client relationship building abilities
- Excellent project management skills
- Fast learning team player that excels at multi-tasking and problem solving

## WORK EXPERIENCE

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### FirstPic, Inc.

#### Senior Creative Services Designer

Gambrills, MD

2010 – Present

- Works for a management consulting firm designing and developing integrated marketing collateral (digital and print) for large scale events, trainings, and campaigns for government organizations, non-profits and federal agencies.
- Produces newsletters, social media, communication publications, flyers, direct mail, fundraising materials, best practices pieces, e-mail marketing campaigns, web graphics, booklets, infographics, signage, manuals, and other training and technical assistance materials from concept to final production, while adhering to client timelines and budgets. Coordinates shipping schedule for trainings and events.
- Adheres to market-specific communications plans and understands the importance in assuring that messaging meets established corporate brand standards and objectives.
- Renders direct support to clients by photographing events or coordinating photoshoots for publications. I have captured youth through a unique perspective on behalf of Boys & Girls Clubs of America, National 4-H Council, Sea Research Foundation, and National PAL.
- Provides design and maintenance for 5 websites: The National Mentoring Resource Center, STEM Mentoring, FirstPic, Inc., Boys & Girls Clubs in Indian Country, and Indian Housing Block Grant Formula Rulemaking. Has a deep understanding of web content management systems and reporting analytics.
- Responsibilities also include development of FirstPic, Inc. brand standards, creation and maintenance of their social presence, website, e-blasts, internal photo library, and producing communications that reflect the organization.
- Some of our major clients include the U.S. Department of Education, the U.S. Department of Justice, U.S. Department of Housing and Urban Development, Boys & Girls Clubs of America, National 4-H Council, MENTOR: The National Mentoring Partnership, Sea Research Foundation, Amber Alert, National PAL, and the Cal Ripken, Sr. Foundation.

## LEADERSHIP

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### Alive at Night

#### 4<sup>th</sup> Grade Girls Teacher

Bowie, MD

2012 – Present

- Serves in Children's Ministry outreach at Cornerstone Church by planning, teaching, and leading lessons and games on Wednesday evenings on a volunteer basis.

### AIGA Student Group

#### President

Owings Mills, MD

2009 – 2010

- Created and led group meetings for a new student group on campus.
- Introduced guest speakers.
- Organized workshops and fundraisers.

## WORK EXPERIENCE *(continued)*

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### Mandy Howard Design

#### Independent Design Contractor

Bowie, MD

2006 – Present

- Uses industry standard software and hardware to produce graphic design, web design, event photography, and social media management services to a variety of clients, working with vendors I have established relationships with.
- Has a great understanding of what it takes to market corporations, organizations, and non-profits and realizes the importance of SEO, SEM and online reporting.
- Provides lifestyle photography services that include engagement photos, family portraits, weddings, special occasions, senior pictures, and general event photography.
- Several of my clients have included Maryland Senator David Brinkley, Rum Arome, Dramatic Flair Events, New World Gardens Landscaping, A Girl's Best Friend Accessories Boutique and United Yacht Sales - Gulf Coast.

### The Catocin Banner

#### Advertising Manager

Thurmont, MD

2010 – 2011

- Managed relationships between the monthly newspaper and advertisers to create new ads, and being receptive to perform changes for existing ads on a part-time basis.
- Performed work under pressure and met short deadlines.
- Kept extremely organized client files with additional account notes and all creative files for each month.

### B. Creative Group

#### Design Intern

Baltimore, MD

2008 – 2009

- Designed dynamic print pieces for an award-winning creative in-house design firm.
- Prepared images for web, and brainstormed conceptually with the team.