



ALISON COLVIN

SENIOR GRAPHIC DESIGNER

614-772-9122 @ alisonmcolvin@gmail.com alisondesignphoto.com

TECHNICAL SKILLS



Digital

- » **Email:** Newsletters, Templates
- » **Presentations**
- » **Social Media:** Creative, Management, Planning
- » **Web:** Responsive & Classic Display Banners, Video Ads, Website Updates



Photo & Video

- » **Action** » **Locations**
- » **Commercials** » **Portraits**
- » **Events** » **Storytelling**



Print

- » **Advertising** » **Displays**
- » **Annual Reports** » **Flyers**
- » **Apparel** » **Mailings**
- » **Banners** » **Maps**
- » **Billboards** » **Posters**
- » **Brochures** » **Programs**
- » **Charts** » **Promo Items**
- » » **Signs**



Results

- » **Data:** Dashboards, Spreadsheets
- » **Planning:** Budget, Strategy
- » **Project Management**

Consultant, Graphic Design & Photography

Alison Design Photo • Columbus, Ohio 04/2011 - Present

Designs strategic and creative solutions to advance client objectives. Captures lovely images to preserve memories and provide marketing content.

- » Created promotional materials for a statewide child care organization.
- » Photographed weddings, events, and portraits for individual clients.
- » Captured photos for the City of Gahanna: fireworks, concerts, and events.

Senior Manager, Production & Design

YMCA of Central Ohio • Columbus, Ohio 10/2011 - 04/2020

Used Adobe Creative Suite to conceptualize, design, and produce final artwork and multi-channel digital assets for marketing, communication, and training. Coordinated development regarding the scope of projects, technical approach, and criteria with various cross-functional teams and key stakeholders.

- » Provided strategic leadership with effective project and time management, completing 100+ projects annually to promote membership, donations, and awareness exceeding initiative goals by up to 10%.
- » Maintained budget and made recommendations to realize optimal ROI by managing 30+ successful vendor partnerships resulting in an average annual savings of up to 40% per project and \$30,000 for the overall budget.
- » Created, implemented, and managed paid social media advertising with strategy, budget, and art. One campaign generated interest by 800+ people.
- » Cultivated positive relationships with 200+ colleagues as a brand resource by creating print and digital templates then reviewing work for consistency.

TOOLS

Adobe Creative Suite



Illustrator



InDesign



Photoshop



Premiere

Basecamp

Basic HTML, CSS

Facebook Ads

Formstack

Google Ads

Google Analytics

Mailchimp

Microsoft Office



Excel



PowerPoint



Publisher



Word

EDUCATION

**B.S. Journalism
Media Design, Production
& Technology Minor
Central Michigan University
• Mount Pleasant, Michigan**

**A.A.S. Digital Design
& Graphics
Columbus State Community
College • Columbus, Ohio**

TRAINING

**Women & Multicultural
Leadership Development
Cohort
YMCA of Central Ohio
2018**

**National Women's Mentor
Pilot Program
YMCA of the USA
2018**

**Team Leader Certification
YMCA of Central Ohio
2017**

- » Leading & Coaching Others
- » Introduction to Fiscal Management
- » Volunteerism: Activating our Community to Advance our Cause

VOLUNTEER

**Newsletter Editor
Neighborhood Civic
2013-Present**

**Soccer Coach
Special Olympics
2013-2018**

**Staff Photographer
Massive Report
2010-2012**

Marketing Associate

OhioHealth • Columbus, Ohio

06/2011 - 10/2011

Increased efficiency for the Marketing team's content generators.

- » Generated a photography keyword library by reviewing thousands of images.
- » Organized projects using online management software.
- » Swiftly handled billing processes.

Marketing Contractor

Lextant - Columbus, Ohio

01/2011-01/2011

Supported the creation of a global marketing study's materials.

- » Produced multilingual materials using translation documents resulting in the study's successful launch in five languages.
- » Made material mock-ups for internal team review.
- » Captured hundreds of product photos.

Layout & Design Artist

The Columbus Dispatch • Columbus, Ohio

05/2007 - 01/2011

Worked with Editors, Photographers, Copy editors, Reporters, and Layout Artists to produce an informative, attractive daily newspaper.

- » Produced print layouts for multiple sections on tight daily deadlines.
- » Designed charts, conceptual illustrations, graphics, and maps.
- » Collaborated with photographers to guide the creation of photo illustrations.