

NATASHA GILLIAM

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SKILLS

Software:

Adobe Creative Cloud:
InDesign/Illustrator/
Photoshop/Dreamweaver/
Acrobat DC; Canva; iContact
Microsoft: Word/PowerPoint/
Excel/Publisher

Languages:

HTML5, CSS3

Content Management Systems:

Drupal, Hootsuite, My Emma,
Rise Vision, SharePoint,
SquareSpace, WordPress

Learning Management Systems:

Sakai, Blackboard

Project Management Systems:

Basecamp, Google Drive, JIRA,
Slack, Trello, Wrike

SUMMARY

Creative professional with 20 years of design, consulting, and creative project management experience. Manage creative teams to deliver custom brand campaigns, including websites, print collateral, social media management, photography, videography, and event management. My experience is a diverse intersection between education, design and technology.

EXPERIENCE

Graphic Specialist

College of Science – George Mason University | Fairfax, Virginia
January 2020 – Present

Serving as the college's brand ambassador, implemented consistent branding across multiple platforms, in the following areas:

- Ensuring all college materials meet the requirements of George Mason University's brand standards, anticipate trends, and maintain best practices within the industry.
- Management of the marketing team's graphic project scope and process to ensure effective communications, timely deliverables and appropriate allocation of resources across different types of media.
- Conceptualize to final execution impactful communication pieces for print, web, and email marketing within a deadline driven environment.
- Present completed ideas to internal and external stakeholders in and around the College of Science.
- Coordinate directly with vendors to create an order branded merchandise, on behalf of various offices, departments and research centers within the College of Science.
- Support the college's social media presence by designing branded digital content for Instagram, X, LinkedIn, Facebook, and Youtube.
- Produce sketches, storyboards to support video production that highlights the college's research, program, initiatives, and partnerships.

Creative Director

Designenrg, LLC | Manassas, VA
September 2015 - Present

- Develop, present, implement and execute marketing initiatives for various client brands.
- Assemble and manage project teams, remove obstacles to ensure work is delivered on time and within budget.
- Ensure teams achieve established milestones, while maintaining brand integrity with every decision.
- Serve as liaison between project leads and stakeholders both internally and externally.
- Maintain clear and effective communication throughout the project lifespan.
- Identify opportunities for growth and implement successful strategies.
- Effectively organize resources to ensure implementation of a project or goal.

EDUCATION

Bachelor of Arts in
Computer Graphics & Design
George Mason University
Fairfax, VA
May 2003

Master of Business Administration
University of Phoenix
Phoenix, AZ
July 2010

Communications Coordinator/Admin Associate for the Economics Department

The University of North Carolina at Chapel Hill | Chapel Hill, NC
December 2016 – January 2020

- Maintain and update Economic Department's web presence.
- Design, maintain all communications, print and marketing materials for the department.
- Streamline organizational procedures to remove obstacles and foster an environment of efficiency.
- Manage tasks and workflow for work-study student and volunteers.
- Provide support to faculty, staff and students using university systems.
- Ensure operation of equipment through completion of preventive maintenance, tracking equipment inventories, and the evaluation of new equipment and techniques.

University Temporary Services

The University of North Carolina at Chapel Hill | Chapel Hill, NC
January 2016 – December 2016

- Communications Specialist, World View
 - Developed consistent branding across organization through web, print and social media platforms
 - Developed marketing campaigns targeting K-12 and community college educators across North Carolina.
 - Maintained World View's website and social media presence.
 - Photographed all events, symposiums, lectures and study visits for future publications and digital use.
- Administrative Support Associate, Environment Health and Safety
 - Provided daily administrative support to health clinic and improved overall workflow.
 - Executed and coordinated office operations including, responding to inquiries with comprehensive knowledge of university compliance policies and procedures.
- Interim Communications Director, Music Department
 - Managed and organized department's web, social, and print presence through internal and external channels.
 - Supervised 10 work study students to provide administrative support to the faculty and staff.

Director of Publications

Fourth Presbyterian Church | Bethesda, MD
April 2006 – September 2015

- Architect, designed, and implemented organizational website redesign.
- Developed communications policy and marketing plan.
- Managed and organized staff of 12 volunteers to ensure deadlines were met.
- Designed, produced and coordinated over 10 publications, 70 print collateral components, and several recurrent newspaper advertisements on varying time scales, ranging from weekly to annually.