

Career Objective:

I believe that compelling communications that merges design, intelligible assessment, and impactful strategy into applicable systems, is only successful when it connects relationships. These are the tools and goals that I strive to refine through implementation within complex environments.

Skills:

Adobe:

- InDesign, CC (advanced)
- Photoshop, CC (advanced)
- Premiere Pro, CC (intermediate)
- Illustrator, CC (advanced)
- Acrobat, CC (advanced)
- Dreamweaver, CC (intermediate)

Website Design:

- HTML (intermediate)
- JavaScript (beginner)
- Content Management Systems (CMS) (advanced)
- CSS (intermediate)
- WordPress (advanced)

Social Media Channels:

- Facebook (advanced)
- LinkedIn (advanced)
- Constant Contact (advanced)
- Twitter (advanced)
- Blogger (intermediate)
- CallFire (intermediate)
- YouTube (advanced)
- Flickr (intermediate)
- Chrome Browser (advanced)
- Instagram (advanced)
- GoToMeeting (advanced)
- IE Browser (advanced)

Microsoft:

- Word, Office 365 (advanced)
- PowerPoint, Office 365 (advanced)
- OneDrive (intermediate)
- Excel, Office 365 (intermediate)
- Outlook, Office 365 (advanced)

3D Modeling:

- Autodesk Maya, 2016 (intermediate)

Presentation Tools:

- Articulate Storyline (intermediate)
- Videoscribe (beginner)

Cameras:

- Canon Rebel XSi DSLR Camera (intermediate)
- Canon XA20 HD Camcorder (intermediate)

Education:

- Harvard University Extension School** | Candidate, Master of Liberal Arts, Digital Media Design 09/2015-current
Louisiana State University | Bachelor of Fine Arts, with an emphasis on Graphic Design 1997-2002

Work Experience:

- Executive Office of Health and Human Services (EOHHS), Information Technology** | State Government Agency
Boston, Massachusetts 09/2016-current
Information Technology Communications Director | Full-Time

Contributions:

- Provided communication systems for the EOHHS-Information Technology (EOHHS-IT) division of the Secretariat:
 - Initiated quarterly all-staff meetings providing the EOHHS-IT staff a team-building event and continued education on the organization's structure, efforts, and status.
 - Provided state-wide meeting accessibility to EOHHS-IT staff by incorporating web-conferencing tools
 - Provided guidance of the meeting's agenda and content, in collaboration with the EOHHS-IT leadership
 - Provided layout formatting of all meeting presentation materials
 - Moderated the audio, video, and web-conferencing technologies during meeting
 - Composed, conducted, and assessed meeting surveys to obtain EOHHS-IT staff feedback of meeting
 - Coordinated meeting setup



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- Differentiate interoffice and Secretariat-wide email messaging through developing brand identity systems
 - Initiated email communications of monthly security updates and recognition of observed holidays
 - Wrote original email messaging content and reviewed contributed email messaging content
- Implemented a state-of-the-art in-house audio/visual and web-conferencing system at the Quincy, Mass. branch by providing technology recommendation and implementation supervision, in collaboration with EOHHS-IT Unified Communications
- Determined an EOHHS-IT customer service brand identity, in collaboration with EOHHS-IT Service Delivery
 - Lead the effort to develop a singular customer service title
 - Lead the effort to reveal and convert instances where the customer service title was inconsistent
 - Differentiate types of Secretariat-wide customer service announcements made by developing an email branding identity
- Created a team-building medium to educate EOHHS-IT staff on the organization's structure, efforts, and status by developing a quarterly internal newsletter, *Plugged-In@EOHHS-IT*
 - Wrote and curated original content and reviewed contributed content
 - Designed, formatted, and digitally distributed newsletter layout
- Promote staff recognition and team-building by initiating the "Team Member of the Quarter" (TMOQ) award
 - Coordinated and moderated the TMOQ Committee to determine recipients
- Provided assessment of software user interface designs used in projects by offering guidance of communications best practices
- Provided general graphic design services of printed and digitally distributed materials

Louisiana State Employees' Retirement System (LASERS) | State Government Agency

Baton Rouge, Louisiana

09/2010-09/2014

Multi-Media Specialist / Senior Graphic Designer | Full-Time

Contributions:

- Compelled Executive Staff to take measured risks to further develop existing communications outreach by:
 - Reintroducing strategies by identifying current omnichannel sources, roles, strengths, risks, and filters
 - Provided a brand identity to existing omnichannel sources by applying consistent visual designs
 - Developed a mobile website presence, saving agency \$2,000 from an existing vendor's quote
 - Integrated an email database that was underutilized with Constant Contact, developing an opt-in email subscription service
 - I was the liaison with our IT department to code a program to keep sensitive personal information secure for daily automated updates from the agency's local database server to Constant Contact.
 - Implemented GoToMeeting webinar capabilities, creating higher attendance of agency-based events
 - Established an in-house video and podcast production studio:
 - Directed and filmed productions on- and off-site
 - Prepared sets (props, camera, lighting, sound, and teleprompter)
 - Productions included scripted vignettes, b-roll footage, and live events
 - Made post-production edits
 - Published to YouTube and Apple iTunes
 - Maintained the official website with revisions of existing pages and addition of customized pages using a CMS
 - Redesigned the Employee Intranet's user interface design and information architecture
 - Incorporated an internal staff text messaging system for emergency preparedness situations by implementing CallFire
- Provided leadership to fellow work associates and created a more efficient and productive workplace by:
 - Researched, trained, and mentored work associates with new communication technologies and its processes
 - Trained and supervised student interns in all aspects of graphic design services
 - Streamlined the Public Information Division's workflow by consolidating and designating the in-house printing services to one personnel
 - Initiated the conversion of print-only web documents to online forms that can be completed and submitted digitally
 - Provided general graphic design services of printed and digitally distributed materials



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An-Art-Design, LLC | Full Graphic Design Services

Atlanta, Georgia 10/2009-09/2010 | New Orleans, Louisiana 08/2008-10/2009 | Baton Rouge, Louisiana 07/2003-08/2008

Sole Proprietor / Contracted Graphic Artist | Full-Time

Developed marketing campaign design concepts.

Designed print collateral:

- Annual reports
- Newsletters
- Brochures
- Direct mail pieces
- Folders
- Billboards
- Books
- Menus
- Booklets
- Stationery sets

Developed and maintained websites

- Designed information architecture
- Designed interface concepts

Developed branding strategies:

- Branding identity
- Brand marks

Coordinated printing production:

- Provided all printing specifications to print bureaus
- Obtained cost estimates and production timelines
- Prepared press-ready digital files
- Produced projects using 4-color and spot color printing processes
- Utilized the Pantone Matching System
- Utilized FTP clients to transfer digital files to print bureaus

Louisiana Department of Labor | State Government Agency

Baton Rouge, Louisiana

11/2001-06/2003

Marketing Specialist 3 / Grant Coordinator | Full-Time

As the Grant Coordinator of a \$600K federally funded grant, the objectives were to define a pilot program that would create measurement tools to assess the quality of services and facility conditions of annex workforce development centers that could be utilized within any given state. Seven states and eight contractors located throughout the United States were involved in a consortium effort.

Responsibilities:

Responsibilities included full procurement processing, production of all necessary reports, mediating communications and consensus between participating states, mediating communications with contractors regarding all services acquired, and monitoring all work to be performed by contractors. These duties also required working directly with Grant Officers from the United States Department of Labor (USDOL), contracted project managers, and the Louisiana Secretary of Labor in maintaining consensus and awareness of the project's status.

Contributions:

The project was included in the United States Secretary of Labor's 2003 report briefs and was a presentation topic at USDOL's 2003 Innovations Conference held that July. The initial phase of the project concluded in July 2003 and the data retrieved was considered for application on a national scale.



Professional Engagements:

- American Institute of Graphic Arts (AIGA)** | New Orleans, Louisiana Chapter 2012-2013
- American Advertising Federation (AAF)** | Baton Rouge, Louisiana Chapter 2011-201
- Guest Juror, Louisiana State University, Robert Reich School of Landscape Architecture**
 - Professor: Kristi Dykema
 - Drawing Methodologies Class: LA 4504-4, Advanced Drawing in Landscape Architecture Spring 2009
 - Marketing Strategies | Class: LA 4504, Advanced Elective in Landscape Architecture Spring 2009
 - Drawing Methodologies | Class: LA 1101, Beginning Drawing in Landscape Architecture March 2008

Honors and Awards:

- Workforce Advisory Team** | 2-year Term, LASERS 2012-2014
 - Agency elected employee representative serving as a liaison between employees and executive staff.
- Employee of the Quarter** | 3rd Quarter, LASERS 2013
- Hermes Creative Awards 2013 Competition** 2013
 - Platinum Award: Employee Intranet (LASERS Intranet Redesign)
 - Gold Award: Portrait Photography (LASERS Spring Fest Event)
 - Gold Award: Publication (LASERS P2F2 Conference Booklet)
 - Honorable Mention: Government Video (LASERS: Legislative Wrap-Up 2012 Video)

Community Engagements:

- Public Parks Steward** | Public Works, City of Cambridge | Cambridge, MA 2016-current
 - Maintaining public parks through attending to flower-beds, litter pick-up, and sweeping surfaces
- Volunteer Organizing Leadership Team** | Boston 2024 | Boston, MA 2015
 - Boston 2024 lead the competitive bid process to bring the 2024 Olympic and Paralympic Games to Boston.
- High School Quiz Show: Super Sunday Quiz Moderator** | WGBH | Boston, MA 2014
 - WGBH's qualifying event where 120+ public and private schools from across Massachusetts competed to participate in Season 6 of High School Quiz Show.
- Tennis Instructor Assistant** | Recreation and Park Commission Tennis Centers | Baton Rouge, LA 2010-2014
 - Assisted with free weekend tennis lessons program for children ages 6-16.