

Carly Sitton



CarlySitton.com

703.472.3179

carly.sitton@gmail.com

I am a graphic and web designer. I am a creative leader. I strive to bring out the best in others; to empower them to create and realize ideas that enhance and drive communication.

EXPERIENCE:

Dynamic Integrated Services (DIS), Vienna, VA

JULY 2020 – Present / **Manager**

- Work directly with clients and in coordination with the team to design and execute communications campaigns that accomplish established objectives and leverage a wide variety of communication and marketing tools, methods and strategies.
- Generate creative and original ideas for reaching and engaging target audiences and communicating key messages. Conceive, develop, and produce effective creative materials for internal and external communications campaigns.
- Create a broad range of art deliverables such as custom graphics, illustrations, and materials development (materials may include fact sheets, flyers, posters, web banners, icons, infographics, and diagrams depicting client programs or products).
- Oversee products from inception to completion.
- Develop website content and graphics, such as images, icons, banners, etc.
- Develop and format Microsoft Office document templates for reports, presentations and proposals.
- Remediate PDF documents, Web, and Microsoft Office documents to meet 508 compliance standards and testing.
- Ensure consistent branding on all materials prior to client delivery.
- Act as visual storyteller, offering creative solutions based on written and visual content.
- Maintain strong awareness of digital content delivery trends and tools.
- Think critically and apply customer and industry insight to solve client problems creatively and quickly.
- Manage a team of four creative professionals.

Floris United Methodist Church, Herndon, VA

AUGUST 2018 – JULY 2020 / **Manager of Communications & Marketing**

- Directed day-to-day communications operations of a church with over 1,200 attendees every Sunday across three physical locations and an online platform available worldwide.
- Served as editor and final approval authority for all congregational and community-facing communications products.
- Managed and mentored four creative employees to ensure that work was completed in a timely manner while consistently on brand and on message.
- Revised communications policies and processes to minimize the amount of time and energy it takes the communications team to create products.
- Managed the redesign and rebranding of five church websites, moving them to WordPress, resulting in savings of over \$4,000 a year.
- Designed the 1Church4All logo to communicate our church's commitment to welcome people of all abilities, ethnicities, orientations and identities. This logo is now being utilized at over 15 churches nation-wide.
- Managed a budget of \$75,000 accounting for printed materials for four churches, software and application tools for employees, and advertising on social media and other web platforms.

EDUCATION:

Savannah College of Art and Design (SCAD), Savannah, GA

Master of Arts

Graphic Design, March 2012

Savannah College of Art and Design (SCAD), Savannah, GA

Bachelor of Fine Arts

Graphic Design, March 2009

TOOLS:

Adobe Photoshop + Adobe Illustrator + Adobe InDesign + Adobe Dreamweaver + WordPress + XHTML + CSS + Microsoft Word + Microsoft Excel + Microsoft PowerPoint + 508 Compliance + Accessibility

OCTOBER 2015 – AUGUST 2018 / **Graphics Specialist**

- Designed print and web materials consistent with church brand across multiple campuses and ministry areas. Created 3-5 brand new graphics every week for different events or projects going on in the church.
- Redesigned four church websites to be consistent with brand quality and bring the church up to modern standards of website design.
- Researched, assessed, and built relationships with local printers to ensure best price and quality of produced materials.

Transwestern, Washington, DC

SEPTEMBER 2012 – DECEMBER 2015 / **Senior Graphic and Web Designer**

- Responsible for the design, content and production of print and web marketing materials for Transwestern's Mid-Atlantic brokerage teams.
- Worked with the marketing team to create both Transwestern-branded and original, property-specific artwork, logos, marketing collateral, and websites.
- Developed logos, graphics, websites, and layouts for advertising, property marketing materials, proposals, and new business pitches.
- Managed broker events and many other projects related to marketing Transwestern's properties and brand in the Mid-Atlantic Region.
- Volunteered to act as the in-house Graphic Design and Web Design instructor for Transwestern's Mid-Atlantic region.

Northern Virginia Community College, Sterling, VA

JUNE 2012 – AUGUST 2014 / **Adjunct Instructor**

- Taught a variety of graphic design classes to students.
- Provided face-to-face tutoring for students using Adobe design software.
- Utilized lecture, practical application, visual aids, probing, open discussion, and kinesthetic learning activities in delivery of course materials.

U.S. Geological Survey (USGS), Reston, VA

MAY 2009 – AUGUST 2012 / **Visual Information Specialist**

- Designed posters, flyers, booklets, calendars, information sheets, exhibits, and advertisements for a variety of internal USGS and DOI clients.
- Lead designer of the "From Space to Place" book, a joint project between USGS and UNESCO, which was recognized and debuted at the 2012 Association of American Geographers Conference and featured on the UNESCO website.
- Awarded a First Place 2012 Blue Pencil Award by the National Association of Government Communicators (NAGC) for the design of the 2011 USGS calendar.
- Collaborated with USGS industry partners to design publications and exhibits for trade show events.
- Managed the purchasing of all materials used for the production of client projects.
- Managed all billing of USGS customer accounts and maintain all customer purchase orders and records.
- Mounted, laminated, and framed design products for use both internally and at conferences and external events.