

# Jennifer Merriam

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## Key Skills

### Graphic Design

- Adobe Creative Suite
- Affinity Suite
- WordPress, HTML, CSS
- Document layout
- Social media graphics
- Typography
- Photography

### Writing

- Newsletters
- Website & blog
- Committee reports
- Marketing & PR
- Handbooks & process documentation

### Business Software

- Mac or Windows
- Microsoft Office
- Google Suite
- Apple iWork Suite
- FileMaker Pro

### Professional Skills

- Communicating & collaborating effectively with diverse teams
- Leadership & mentoring
- Public speaking & group facilitation
- Adapting for special needs inclusion & accessibility

Innovative graphic designer with 12+ years of experience crafting print and multimedia campaigns for community groups and small businesses. Flexible team player with exceptional written and interpersonal communication skills. Organized, self-directed, strong multitasker, able to manage multiple simultaneous projects on a deadline. Passionate about listening first, designing second, and delivering polished products with clear, consistent, positive messages that deliver results.

## Experience

### Graphic Designer • Anandena Creations • 2008–Present

- Promote 200+ events and programs through coordinated posters, flyers, slides, banners, newspaper ads, social media posts, and other specialized media
- Collaborate with executives and/or marketing directors to meet specific goals
- Create new ideas from scratch or suggest improvements on current designs
- Communicate complex processes through straightforward written and visual training materials tailored to the organization's culture, brand, and audience
- Translate detailed numerical or industry-specific data into visually appealing graphics for a wide audience
- Design with sustainability in mind: evergreen materials to reduce reprinting waste, reusable templates to reduce future production costs, etc.

### Teacher & Assistant Director • Creative Minds • 2010–2019

- Partnered with director during period of high growth: enrollment and staff doubled from 2010–2019
- Developed consistent branding across marketing materials and internal graphics
- Conducted tours, site visits, and community recruitment events
- 12,000+ hours of classroom teaching experience
- Supervised, scheduled, and mentored staff of 20 teachers, emphasized program quality for our children and meaningful implementation of school's philosophy
- Planned & co-led 100+ staff meetings & 15 staff development training days
- Crafted or proofread emails, letters, legal documents, and blog posts for all staff
- Researched & wrote HR policies, parent handbooks, staff training materials
- Managed scheduling, purchasing, accounting, recruitment, enrollment, parent relationships, state licensing compliance, and other administrative logistics

## Education

### Bachelor of Science in Graphic Communication • 2009

California Polytechnic State University, San Luis Obispo  
Dean's List, Summa Cum Laude, Honors Program, Cal Poly Scholar