

BACKGROUND

Resilient and resourceful creative director with a passion for branding. Possesses excellent analytical abilities and an impressive attention to detail. Able to quickly grasp organization goals and procedures to ensure brand objectives are aligned. Highly adaptable—performing well in both individual and collaborative team roles.

ACCOMPLISHMENTS

- ≡ Launched my own branding agency, Covey Branding, in January of 2019 and tripled revenue in 2020.
- ≡ Strategy, creative direction, and digital and print design for the University of Michigan's first ever 24-hour day of giving, Giving Bluesday. Ultimately, created a tool kit of materials which helped to engage and empower nearly every school, college, and unit along with 70 student organizations and generated approximately \$3.2 million in gifts, 2,000 new student donors, and more than 11 million impressions in its first year. Considered a huge success it has served as a model for other universities nationwide. Earned three CASE Awards and the University of Michigan President's Staff Innovation Award.
- ≡ Saved the Office of University Development at U-M close to \$8,000 in outside vendor costs by using my ingenuity to produce a stunning animated honor roll that was projected on an inner atrium wall during the Campaign Kickoff Donor Dinner.
- ≡ Lead design for The Institute of Continuing Legal Education's website redesign. Improved their online brand presence and provided website users with a better experience. Made navigation more intuitive and empowered customers with easy access to their products and the ability to manage them. The reduction in customer service calls allowed the staff to redirect their attention to more personalized customer outreach.

SKILLS

INDESIGN	ADVANCED
ILLUSTRATOR	ADVANCED
PHOTOSHOP	ADVANCED
ACROBAT	ADVANCED
MICROSOFT OFFICE SUITE	ADVANCED
GOOGLE DOCS	ADVANCED
BASECAMP	ADVANCED
KEYNOTE	INTERMEDIATE
WORDPRESS	INTERMEDIATE
HTML	BASIC
CSS	BASIC
DREAMWEAVER	BASIC

EDUCATION

ASSOCIATE DEGREE IN GRAPHIC DESIGN 2001
Washtenaw Community College, Ann Arbor, MI

RELATED STUDIES

WEB CODING II	2009
WEB CODING I	2007
ADVANCED MOTION GRAPHICS	2005
DIGITAL VIDEO PRODUCTION	2004
DIGITAL VIDEO EDITING	2004
ART 102 COLOR	2000
PHOTOGRAPHY 101	2000

AWARDS & SCHOLARSHIPS

GRAND GOLD CASE AWARD 2016
University of Michigan Annual Giving
First Time Donor Appeal

GOLD CASE AWARD 2016
University of Michigan
Faculty/Staff/Retiree Campaign

GOLD CASE AWARD 2015
University of Michigan Giving Bluesday:
Flash Campaign Fundraising

GOLD CASE AWARD 2015
University of Michigan Giving Bluesday:
Best Use of Social Media

SILVER CASE AWARD 2015
University of Michigan Giving Bluesday:
Marketing Toolkit

**UNIVERSITY OF MICHIGAN PRESIDENT'S
STAFF INNOVATION AWARD 2015**
Giving Bluesday

**MICHIGAN AFTER SCHOOL PARTNERSHIP
AWARD 2007**
3T06 Campaign for AD2 West Michigan

**ANN ARBOR GRAPHICS ASSOCIATION
SCHOLARSHIP 1998**

**PRESIDENTIAL SCHOLARSHIP
FOR ACADEMICS 1998**

CAREER DEVELOPMENT

COVEY BRANDING, ANN ARBOR, MI

≡ PRINCIPAL JANUARY 2019–PRESENT

Support clients as they establish, advance, or evolve their brand. Work collaboratively to research, question, and illuminate their business goals and objectives along with organization ethos in order to deliver thoughtful and purposeful creative that supports the growth of their brand internally and externally. Project work touches all aspects of branding from identity development to environmental. I also handle day-to-day business operations including but not limited to: scheduling, budgeting, and invoicing. Build and maintain all client and vendor relationships. Clients include: Cascabel Ventures (Mani Osteria & Bar and Isalita Cantina Mexicana), Stamps School of Art & Design, Rackham Graduate School, and Forbes Media.

STARLING CENTER/CORE DEMENTIA CARE, ANN ARBOR, MI

≡ PROJECT COORDINATOR SEPTEMBER 2018–PRESENT

Responsible for coordinating a three-year grant project funded by the State of Michigan to develop and implement a dementia-care education program for skilled nursing providers. Determine software solutions to support the program in a remote learning environment. Define processes and provide documentation for onboarding facilities and their participants, facilitating the program, and the release of participant materials. Set up tracking and reporting systems to oversee the 34 facilities across the state of Michigan that have enrolled so far. Facilitate training sessions on Basecamp software for program participants. Created Basecamp templates and managed access to resources and support for all 109 participants. Additionally, I manage vendor relationships and design and produce all materials related to the program including a 600 page facilitator manual, 110 page participant workbook, train-the-trainer guide, PowerPoint presentations, videos, Core Self-Care App, facility and participant contracts, and all print and digital marketing materials.

MAX COPE TEAM & ARBORIGHT PROPERTIES, ANN ARBOR, MI

≡ REALTOR/MARKETING STRATEGIST MARCH 2016–PRESENT

Worked with clients in both sales and strategic marketing while opening and operating a property management company. Honed my customer service skills in a competitive sales environment. Managed all administrative and accounting for Arboright. As the marketing strategist, I handled project management for creative projects, copy writing, and designed digital and print marketing collateral for properties.

UNIVERSITY OF MICHIGAN OFFICE OF UNIVERSITY DEVELOPMENT, ANN ARBOR, MI

≡ CREATIVE DIRECTOR JUNE 2014–FEBRUARY 2016

Collaborated with the senior director of marketing and cross-functional team members across 21 decentralized schools and colleges. Managed the creative team—which grew from two to seven during my time—as well as freelancers and all vendor relationships during U-M's \$4 billion Victors for Michigan fundraising campaign. My mission was to develop creative that celebrated the stories of students, faculty, alumni, and the community to cultivate donor support of the university. Communication channels included: two biannual publications, brochures, direct-mail campaigns, annual appeals, stewardship gifts, videos, motion-graphics, promotional items, event collateral, environmental, and print and digital advertising. Oversaw workflow for an enormous amount of projects while identifying and addressing pain points in processes to help develop solutions that increased productivity and employee satisfaction.

≡ SENIOR DESIGNER SEPTEMBER 2013–MAY 2014

Designed and developed materials to encourage, cultivate, and celebrate giving while maintaining University of Michigan brand standards. Materials included: *Leaders & Best* and *Leaders & Best: People* magazines (each published biannually); event marketing collateral and environmental; annual giving direct mail campaigns; videos; and digital content for website, social channels, and email campaigns. Collaborated with colleagues to determine and implement best practices for strategy, conceptualization, creation, and production. Supervised freelance work.

INSTITUTE OF CONTINUING LEGAL EDUCATION, UNIVERSITY OF MICHIGAN, ANN ARBOR, MI

≡ SENIOR DESIGNER/PRINT SUPERVISOR MARCH 2007–MARCH 2010

Redesigned the majority of customer touch points during their rebranding including: identity, marketing materials, publications, forms (internal and external), and website with a strong focus on content organization and usability. Created an internal brand guide to support and maintain the brand throughout the organization. Assessed and determined communication needs and made appropriate recommendations based on overall communications strategies. Designed and developed communications for print, web, and multimedia that visually and contextually conveyed organization messages. Collaborated with project managers, copywriters, production managers, web developers, and vendors. Communicated processes and budget updates. Supervised and trained lower level designers and freelance designers to maintain design standards and meet communication needs.



EXHIBIT DESIGN CONSULTANTS, GRAND RAPIDS, MI

≡ **JUNIOR DESIGNER MARCH 2006–MARCH 2007**

Increased customer satisfaction and reduced revenue losses from reprinting graphics by developing, implementing, and maintaining standards and processes for quality control during the production phase. Consulted with clients. Designed large format graphics and structures for custom and kit trade show displays. Provided electronic file support and output.

THE ANN ARBOR NEWS, ANN ARBOR, MI

≡ **JUNIOR ARTIST 2004–2005**

Designed ads for local and national clients. Designed covers and layouts for additional publications.

≡ **QUALITY PAGINATOR/PREPRESS SPECIALIST 2000–2004**

Paginated the newspaper and other publications ensuring quality production with rigorous proofing. Collaborated with the prepress and editorial departments to meet hourly, daily, and weekly deadlines. Managed the RIPS, checked plates, and trained employees on software.

≡ **KEYLINER/PRODUCTION ARTIST/CAMERA OPERATOR 1998–2000**

Managed crew of five to seven employees to ensure priorities were followed and deadlines met. Layout and paste-up of ads, pages, and classifieds for the newspaper and other publications. Designed ads for local and national clients. Provided electronic file support and output. Color-corrected and retouched digital photos. Shot pages and developed negatives for plate making.

PROFESSIONAL REFERENCES

ADAM BARU
[CURRENT CLIENT]

Owner

Cascabel Ventures

email: abaru@maniosteria.com

phone: 215-779-8403

LINDA DOUGLAS
[MOST RECENT SUPERVISOR]

Vice President - Marketing,
Brand Strategy & Innovation

Lake Trust Credit Union

email: lawdoug@umich.edu

phone: 734-647-6059

MATT NELSON
[FORMER SUPERVISOR]

Director of Communications

Rackham Communications

Rackham Graduate School

University of Michigan

email: mattnels@umich.edu

phone: 734-647-3160