

CHÉRÍ MCDOWELL

DESIGN PROFESSIONAL

MEET CHÉRÍ	PROFESSIONAL EXPERIENCE
<p>Seek to be part of a culture which promotes diversity, and supports both team and local communities.</p> <p>Skilled in both independent and collaborative work spaces, with strong organizational and time-management skills.</p>	<p>VISUAL COMMUNICATIONS & BRAND MANAGER / COMMUNICATIONS COORDINATOR Volunteers of America Ohio & Indiana, Indianapolis, Indiana / 2018 to Present</p> <ul style="list-style-type: none">· Manage projects from conception to completion to meet intended marketing and fundraising goals, while ensuring all materials represent the organization's brand, tone, and voice· Responsible for the design, coordination and production of print, web, and social media materials· Collaborated the execution of multiple fundraising campaigns designed to build awareness and financial support through story· Created affiliate-specific brand guidelines to elevate both internal and external recognition of organization and mission· Manage vendor relationships for print and branding projects; working knowledge of pre-press and production processes <p>FREELANCE DESIGNER Indianapolis, Indiana / 2007 to Present</p> <ul style="list-style-type: none">· Design custom logos and marketing materials for local businesses· Implement design and on-going website management· Provide full-service event management; full event conceptualization, invitations, programs, decor, and overall day-of coordination· Notable clients: Indiana University - SPEA, NCAA - President's Office, Up North Distillery <p>FRONT OF HOUSE SALON MANAGER & EVENT COORDINATOR French Pharmacie & Soirée by FP, Indianapolis, Indiana / 2015 to 2018</p> <ul style="list-style-type: none">· Managed vendor correspondence and ordering, cultivated client relationships, and created partnerships with local industry businesses· Supported business in providing strategic vision for client relations, marketing, staff management, and organizational improvement· Created and managed print and digital collateral; designed and maintained websites and logos
CONTACT	
<p> 812.272.6721</p> <p> cheri.mcdowell@gmail.com</p> <p> 330 E. 13th Street, Apt. 205 Indianapolis, IN 46202</p>	
EDUCATION	
<p>INTERIOR DESIGN, BS Indiana University-Bloomington 2008 Graduate</p> <p>IES STUDY ABROAD London, England Summer 2007</p> <p>21ST CENTURY SCHOLAR</p>	
SKILLS	
<p>Illustrator Photoshop InDesign Microsoft Office Suite Mac & PC Systems</p>	<p>COLLABORATIONS</p> <p><i>Core Values Leader,</i> Volunteers of America Ohio & Indiana / 2018 to Present</p> <ul style="list-style-type: none">· Lead and support the organization mission through our core values <p><i>Creativity & Innovation Team,</i> Volunteers of America Ohio & Indiana / 2020</p> <ul style="list-style-type: none">· New internal initiative to create collaborative systems, based off human-centered design practices, for upcoming innovative projects
PORTFOLIO	
<p>cherimcdowell.com/portfolio</p>	