

# Heidi H. Carrell

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## Software Skills

Adobe Photoshop, Illustrator, InDesign, Quark, PageMaker, Acrobat, Fetch, Dreamweaver, HTML, CSS, Word, Excel, Powerpoint, Filemaker Pro, Advance and other databases. At ease on both Mac and PC, with skill in troubleshooting and user support. Learns new software rapidly. 10+ years Photoshop expertise.

## Experience

01/2001 – Present, Freelance, Various Clients

### Marketing and Development Communications

- ♦ Design, Writing, and Project Management: Created fliers, postcards, posters, signage, and advertisements, including design of art and writing of marketing copy. Website design, and e-newsletter design and writing. Designed and wrote development presentation materials to enhance corporate fundraising. Facilitated outside designers' work and created original work while maintaining graphic standards of client. Managed print production process, interacting with external contacts regarding project specifications (quotes, graphic content, QA, list generation, fulfillment, etc.)

02/2007 – 01/2008, Massachusetts Institute of Technology, Cambridge, MA

### Administrative Assistant II, Alumni Fund

- ♦ Fundraising and Communications Support: Designed and wrote fundraising print pieces. Managed print production process including organizing the editing process, requesting quotes and insuring we met all deadlines. Created event signage and managed fundraising events. Performed regular website updates. Maintained FileMaker Pro donor database. Used Advance to run donation record and reports, and participated in database user group.

8/2002 – 7/2006, Boston Playwrights' Theatre at Boston University, Boston, MA

### Senior Staff Assistant

- ♦ Administrative: Supported programming, teaching, financial details, and responded to various faculty, student, and arts organizations' requests in a theatre arts academic environment.
- ♦ Marketing/PR: Responsible for creating visibility for the theatre and Graduate Playwriting program events and programs, including aiding in securing media coverage of performances, writing marketing copy, building audiences for events, and reaching out to the University, Greater Boston, and alumni constituencies to build community. Maintained database files and organized mailings and emails.
- ♦ Graphic & Web Design: Designed dynamic newspaper advertisements, newsletters, postcards, posters, and Annual Fund letter. Managed print production and QA. Designed, created, and managed website and broadcast emails for theatre and graduate program. Solicited advertisements to fund program book production, designed advertisements and layout, and coordinated publication.
- ♦ Fundraising: Worked with management, greater BU Alumni Relations staff, and consultants to design nonprofit fundraising strategy. Wrote donor correspondence and grants.
- ♦ Event Management: Aided in coordination of the season of plays, supported use of our venue by outside theatre companies, and managed aspects of large charity fundraisers.

2/2000 - 8/2001, 01/2002 - 7/2002, Kaon Interactive Inc., Cambridge, MA (Full Time and Freelance)

### Graphic Design and Digital Photo / 3D Model Project Manager

- ♦ Graphic and Web Design: Created and maintained Web site, including site layout, graphics, and copy. Also designed all logos, branding, Web and print marketing materials including Powerpoint presentations, banner ads, client website mockups, brochures, and show signage.
- ♦ Photo Editing & Project Management: Managed digital photography and 3D model production process including all editing of digital photography, QA, and delivery to customer.
- ♦ Training and Documentation: Developed training program for photographers and 3D modeling software user base, reducing error and speeding the production process. Developed online manual.

## Experience (Cont.)

6/1998 - 8/1998, Jantzen Swim and Sportswear, Portland, OR

### Internship, Graphic Design and Apparel Design

- ◆ Graphic Design: Produced flyers, signage, and catalogs using Illustrator, Photoshop, and Quark.
- ◆ Photo Editing & Digital Asset Management: Managed photography process and edited digital photos of apparel for online merchandising software and print catalogs.
- ◆ Archival: Organized textile swatch library and sample garment collection.

9/1997 - 12/1999, Colorado State University, Fort Collins, CO

### Computer Lab Assistant, Design Lab

- ◆ End User Support and Training: Supported Photoshop, Illustrator, AutoCAD, MS Office, HTML, and a wide variety of software. Maintained PCs, Macs, & printers. Learned new software to a level where I trained others. Created documentation to aid users.

## Education

- ◆ B. A. English, Minor Fine Arts, University of New Hampshire  
Graduated Cum Laude, 3.75 GPA  
Honors Program  
Phi Beta Kappa
- ◆ Web Design for Arts Management and Non-Profit Fundraising Graduate Courses, Boston University
- ◆ Design and Merchandising, Apparel and Textiles Master's Program, Colorado State University

## Design Portfolio

HeidiCarrell.com

- ◆ Print Communications
- ◆ Web Design
- ◆ Photo Editing
- ◆ Poster Art

## References

Kate Snodgrass, Artistic Director  
Jacob Strautmann, Managing Director  
Boston Playwrights' Theatre at Boston University  
617-353-5443

Dan Hunter, Executive Director  
Massachusetts Advocates for the Arts, Sciences, and Humanities  
617-725-0155

Matthew Yost, Program Coordinator  
Creative Writing, Boston University  
617-353-2510