

DIANA DONALDSON

CREATIVE BUSINESS PROFESSIONAL

Specialized in creative direction, strategic thinking and creative problem solving. Focused on brand alignment, engagement, and achieving company goals through actionable steps to achieve targets.

Approach

- Detail oriented
- Strategy-first, data-driven deliverables
- Mission-directed, inclusive leadership
- Intentional alignment of teams with project goals



[Linkedin/in/donaldsondiana](https://www.linkedin.com/in/donaldsondiana)
(207) 479-0958
diana@ricecmd.com
ricecmd.com/dianadonaldson

ABILITIES INCLUDE:

BRANDING & MARKETING

- Creation of visual brand design and style guidelines
- Directing deliverables to best align with brand and customer avatar
- Developing brand voice and messaging guidelines
- Marketing campaign strategy, planning, and creative development
- Strategic copywriting, technical writing, headline writing, brand stories

COMMUNICATIONS

- Crisis communications
- Press releases
- Management of Internal and external stakeholder communications

GRAPHIC DESIGN & WEBSITE DEVELOPMENT

- Website branding
- Website copywriting and SEO
- Database management
- UX/UI strategy and design
- Static and eCommerce websites
- Logo design
- Touch point design and production coordination
- Form creation (print and digital)
- Slide deck presentation design
- Print and digital reports
- Magazine and booklet design and print coordination
- Social media graphics

PROJECT MANAGEMENT

- Creating PMS strategies and onboarding teams to new systems
- Establishing SMART Goals and KPI tracking
- Focused on efficiencies, eliminated static, and quality production
- Creation of approachable process workflows

GENERAL / TECHNICAL

Adobe Creative Suite, Microsoft Office, HootSuite, Canva, WordPress, SquareSpace, Joomla, CSS, EveryAction, MailerLite, MailChimp, ConstantContact, HubSpot, Asana, Airtable, Teamwork, Trello Google Suite, Slack, Zoom, GoToMeeting, Google Analytics....

PROFESSIONAL EXPERIENCE

Brand Strategist, Designer, Copywriter

Freelance Creative Professional and Owner of Rice Content Marketing and Design // 2006–current | Southwest Harbor, ME

- Creation of brand identity design, messaging and touchpoints
- Copywriting for websites, product stories, and promotion messaging
- Planning, development, and coordination of marketing campaigns
- Design, layout, and publishing print and digital media
- Strategy and creative for product launch strategies
- Creation of information and eCommerce websites including SEO
- Oversight of marketing activities for clients, leading collaborators
- Consistent track record for client retention and referrals

Senior Marketing Coordinator

Whitefish Credit Union // 2018-2019 | Whitefish, MT

- Implemented project management system for Marketing Team
- Strategy, coordination and leadign internal and community events
- Prepared reports and agenda for leadership meetings
- Formalized the onboarding system for and lead Junior Board of Directors
- Reviewed marketing collateral for consistency and effectiveness

Senior Graphic Designer

Hammer Nutrition // 2017-2018 | Whitefish, MT

- Oversight of the company marketing calendar and team goal setting
- Lead crisis communications for Company
- Collaboration on production of quarterly magazine, seasonal catalogs, educational booklets, and direct mail campaigns
- Spearheaded new conversion-focused abandoned cart workflow
- Unified creative team within a changing environment
- Nurtured relationships with stakeholders

Executive Assistant / Financial Advisor

Private Practice // 2012–2013 | Bend, OR

- Coordinated client in-person and remote meetings
- Prepared and reviewed financial management forms for accuracy
- Management and organization of CRM

Website Manager

Northwest Nature Shop // 2007–2008 | Ashland, OR

- Product management in eCommerce database
- Developed company's first nature education blog
- Produced monthly print e-newsletters and advertisements
- Streamlined brand identity across all touch points
- Designed educational booklets, bird guides, and trail-guides

Education: 2006 BA Art / Graphic Design from Southern Oregon University

Relevant Training

- CRM database training: EveryAction, HubSpot
- Online Marketing Foundations and Learning Data Analytics, LI Learning
- Neuromarketing and communications
- Social media engagement

Awards and Achievements

- Increased conversions with website re-design: ReddiForm.com
- Increased production efficiency for marketing agency in Oregon

Volunteer Work

- Fundraising and development, Barn Sanctuary
- Identity Design for Montana Youth Diabetes Association
- Digital Advertisement for Oregon League of Conservation Voters
- First website for Central Oregon Jobs with Justice
- Annual report and event promotion for Human Digital Coalition
- Website development and event promotion for various nonprofit community and mental health organizations

PORTFOLIO

VISUAL BRAND DESIGN, WEBSITE
DESIGN, COPYWRITING

The following samples are to be used for
partnership purposes only.

Undaunted Family Connections

Startup Campaign, Marketing Direction, Graphic Design, Copywriting
Event Poster, Digitally Optimized Print Sponsorship Form, General Brochure.
Additional launch support: print coordination, brand merchandise ordering



You're Invited!

LAUNCH PARTY

THURSDAY, SEPTEMBER 17, 2020
4:00-6:00 PM
GATEWAY COMMUNITY CENTER
1203 Hwy 2, Kalispell, South Entrance

Learn How UFC is Providing Hope + Restoring Peace + Building Resilience for Families in Our Community

- Meet Executive Director, Leanna Troesh, and find out more about our programs
- Discover how we are smashing the stigma on mental health and substance use disorder in NW Montana
- Join our Youth In Action Coalition
- Enjoy refreshments, raffle and giveaways!

A beacon of hope, securing help for families in need.

Undaunted Family Connections is a non-profit serving parents and caregivers of adolescents and young adults with mental illness, trauma, family-systems issues, and independent living needs, guiding them to quality resources through education, workshops, and safe-community based opportunities that combat stigma and secure trusted, lasting help for families that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.

UNDAUNTEDFAMILYCONNECTIONS.ORG   



UNDAUNTED FAMILY CONNECTIONS
Providing Hope + Restoring Peace
Building Resilience

LAUNCH PARTY

UFC is a non-profit serving parents and teens in need of quality resources in NW Montana. Are you with us?

Sponsorship Registration 2020
Please RSVP by Friday, August 21, 2020

- Presenting Sponsor:** includes logo on invite, ads, websites, posters, and presentation. \$16,000 announcement as presenting sponsor at event // \$3,000
- Title Sponsor:** includes logo at event and announcement and on website // \$1,500
- Program Sponsor:** includes logo at event // \$500
- I am unable to join but would like to donate \$:** _____

Name / Contact Name: _____
Company: _____
Billing Address: _____
Phone: _____ Fax: _____
Email: _____

Pay by check to avoid processing fees.
Payment Method: check
Total amount \$: _____ Credit Card: _____
Name as it appears on card: _____
Exp. Date: / / CEM C or 4 digit sec. code on the back of the card: _____
Signature: _____ Date: / / 2020

 **United Way**

All funds raised support the parents, caregivers and their families.

For more information, please contact: 406-226-4076 | hope@undauntedfamilyconnections.org | undauntedfamilyconnections.org

Please make checks out to Undaunted Family Connections and mail to: PO Box 2752, Bigfork Montana 59911



UFC offers support, resources, community and guidance.

- 1. Creating and maintaining a social network and support system
- 2. Finding and connecting with others who share similar experiences
- 3. Finding and connecting with others who share similar experiences
- 4. Finding and connecting with others who share similar experiences
- 5. Finding and connecting with others who share similar experiences
- 6. Finding and connecting with others who share similar experiences
- 7. Finding and connecting with others who share similar experiences
- 8. Finding and connecting with others who share similar experiences
- 9. Finding and connecting with others who share similar experiences
- 10. Finding and connecting with others who share similar experiences

UFC'S EXECUTIVE DIRECTOR, LEANNA TROESH, IS PERSONAL

Leanna Troesh, Executive Director, is a mother of two children and a former teacher. She has lived through the experience of raising a child with mental illness and she is passionate about helping other families who are struggling with similar challenges. She is a strong advocate for mental health services and is committed to providing support and resources to families in need.



Additional resources by going to www.undauntedfamilyconnections.org

RESTORING PEACE HOPE BUILDING RESILIENCE



UNDAUNTED PROGRAMS

Undaunted Parent Support

A 12-week program for parents who are having the most time during which their child is hospitalized, struggling with mental health, or struggling with substance use. The program is designed to help parents understand their child's needs, learn how to communicate with their child's providers, and learn how to advocate for their child's needs.

Empowered Adolescent + Young Adult Coaching

The Empowered Adolescent Coaching program provides support and resources for adolescents and young adults who are struggling with mental health and substance use. The program is designed to help them understand their own needs, learn how to communicate with their providers, and learn how to advocate for their own needs.

Building Hope Sessions

Building Hope Sessions are a series of group sessions that provide support and resources for parents and caregivers who are struggling with mental health and substance use. The sessions are designed to help them understand their own needs, learn how to communicate with their providers, and learn how to advocate for their own needs.

You don't have to do this alone
www.undauntedfamilyconnections.org



RESTORING PEACE + BUILDING RESILIENCE

SMASH THE STIGMA

Smashing the stigma is essential to finding and integrating quality care for the entire family.

RESTORING PEACE AND PREVENTION

At the UFC, we believe that prevention is key to restoring peace and building resilience. Our prevention programs are designed to help parents and caregivers understand their child's needs, learn how to communicate with their providers, and learn how to advocate for their child's needs.

Together, let's smash the stigma!

UFC Programs are designed to help you with:

- 1. Understanding your child's needs
- 2. Finding and connecting with others who share similar experiences
- 3. Finding and connecting with others who share similar experiences
- 4. Finding and connecting with others who share similar experiences
- 5. Finding and connecting with others who share similar experiences
- 6. Finding and connecting with others who share similar experiences
- 7. Finding and connecting with others who share similar experiences
- 8. Finding and connecting with others who share similar experiences
- 9. Finding and connecting with others who share similar experiences
- 10. Finding and connecting with others who share similar experiences

Let's get the help you need and increase treatment compliance.

There is hope.

BE UNDAUNTED.

Logo Design Samples

Music, health and wellness, retail, consultation, and electrical industries shown. To support the establishment of a strong visual brand, all logos furnished with a brand style guide and files prepared for print and digital publishing.



LAUREN COBB
CONSULTING, LLC

ROB KEIM
ELECTRIC

Website Design and Development

WordPress and SquareSpace platforms shown. Copywriting, editing, design, UX, app integration, and template customization.



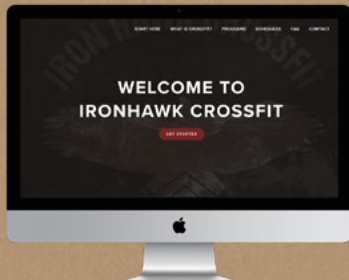
ReddiForm LLC **reddiform.com**

ReddiForm was struggling to gain website traffic from his old website. Through a complete overhaul of the design and messaging, the company has seen an increased response rate.



Bridge Street Cottages **bridgestreetcottages.com**

Bridge Street Cottages website refresh resulted in a stunning cabin chic design that showcases their property. Online guests have reported a much smoother online experience. Bookings are steady.



IronHawk CrossFit **ironhawkcrossfit.com**

IronHawk CrossFit came to me as a startup and I provided a complete identity system including logo, collateral and website. Company growth has increased year over year since opening 2018.

Writing Samples

Please click the links below to view the samples.

Athlete Feature Article for Hammer Nutrition
Endurance News Magazine Issue 105

[Link to Article](#)

Knowledge Research Article for Hammer Nutrition
Endurance News Magazine Issue 109

[Link to Article](#)

Website Copywriting Sample

[Reddiform.com](#)

Wiggle Room, Collection of Poetry

[View on Amazon](#)

ABOUT ME

Driven to create a competitive advantage for clients through strategic visual and written content. I value positive communication, empathetic leadership, building relationships, and driving results for organizations and teams. A strategy-first approach and creative problem solving mindset.

Seeking opportunities around sustainability, and resource cultivation for thriving communities, animal welfare, and land conservation.

Based out of Southwest Harbor, ME



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