

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

Marketing Director, Swan Agency Real Estate

2021–current | Southwest Harbor, ME

- Brand book creation for owner's multiple businesses
- Design and coordination of print advertising
- Cross-promotion strategy and campaign development including redesign of email marketing series and social media presentation
- Counsel to the Owner on brand alignment and advertising opportunities

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

- Management of eCommerce database
- Produced monthly print e-newsletters and advertisements
- Streamlined brand identity in advertising and brand collateral

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

Relevant Training

- CRM: EveryAction, HubSpot
- Project Management: Asana, Bitrix24, Airtable and more
- 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
- 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 around 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. Full 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: \$** _____

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

Pay by check to avoid processing fees.
 Payment Method (check one): YES NO CHECK CREDIT
Total amount \$: _____ **Credit Card:** _____

Name as it appears on card: _____
Exp. Date: / / **CVB C or 4 digit sec. code on the back of the card:** _____

Signature: _____ **Date:** / / 2020


All funds raised support the parents, caregivers and their families.
 For more information, please contact: 406-922-4076 | 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.

- Classroom and environmental assessment guidelines and options and assistance after individualized action plan.
- Peer on-line building, leadership and promotion of the mental health. Stress and substance use resources for adolescents and young adults.
- Evaluation that involves the signs of behavioral health and substance use disorder.
- Assessment and educational services.
- A safe space to receive peer perspectives around mental health that encourages speaking and giving help that will change lives.

UFC'S EXECUTIVE DIRECTOR, Leanna Troesh, is personal for you.

Leanna Troesh, Executive Director, is a former teacher and parent of a child with mental health issues. She has spent her career supporting families in need of quality resources through education, workshops, and safe-community based opportunities that combat stigma and secure trusted, lasting help for families that need it most.



Restoring Hope + Building Resilience

A beacon of hope for the entire family. UFC is a non-profit that provides resources, support, and coaching to help families that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.

Location: Gateway Community Center
 1203 Hwy 2, Kalispell, Montana 59911
 Hours: Monday - Thursday 9:00am - 5:00pm
 Email: hope@undauntedfamilyconnections.org
 Website: undauntedfamilyconnections.org

For additional resources by going to undauntedfamilyconnections.org

RESTORING HOPE BUILDING RESILIENCE



UNDAUNTED PROGRAMS

Undaunted Parent Support
 A 12-week program for parents who are having the most time during school holidays. It provides support, resources, and coaching to help parents that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.

Undaunted Youth Support
 A 12-week program for young adults who are having the most time during school holidays. It provides support, resources, and coaching to help young adults that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.

Undaunted Family Connections
 A 12-week program for families that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.



RESILIENCE AND PREVENTION

SMASH THE STIGMA
 Undaunted Family Connections and their partners will offer virtual anger, resiliency and self-esteem programs for students and parents that need it most. For more information please contact Leanna Troesh, Executive Director at hope@undauntedfamilyconnections.org or (406) 962-6072.

Together, let's smash the stigma!
 UFC Programs are designed to help your youth, caregivers, support and guidance.

- Peer Coaching
- Youth Adult Coaching
- Parent Coaching
- Sign up today to learn the techniques to use in your youth to enhance anger, resiliency and self-esteem programs around the country and your adolescents are being their best selves.

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

BE UNDAUNTED.

There is hope.

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.



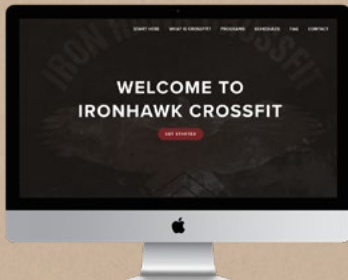
ReddiForm LLC **reddiform.com**

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 brand presentation and promotion. As a creative, an analyst, project manager and effect leader, I value positive communication, accountability, empathy, and driving results. 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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