

# DONNA STURTEVANT

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## PROFESSIONAL SUMMARY

Strategic communications and creative services leader with extensive experience developing engaging, on-brand marketing strategies and visual content across the education, arts, and nonprofit sectors. Skilled in creative direction, graphic design, photography/videography, editorial content, and print/digital marketing. Proven ability to produce mission-driven communications and collateral that strengthen organizational identity and advance strategic goals.

## WORK HISTORY

### **2023–2025: DIRECTOR OF COMMUNICATIONS & SPECIAL PROJECTS** National Child Research Center, Washington, D.C.

As a member of school leadership, collaborated with heads of school and members of admissions, auxiliary programs, business office, development, operations, and board of trustees to develop, implement, analyze, and refine creative communications and marketing strategies to expand and enhance the school's visibility and reputation as a leader in early childhood education. As creative director, supervised internal and external communications efforts to ensure quality, mission-driven, and brand-consistent messaging. Partnered with parent associations and alumni community to support the planning, execution, and promotion of annual community-building events, including the tuition assistance benefit. Working closely with families, faculty, external consultants, and school representatives, disseminated student transcripts for outplacement. Managed school photography, videography, and permissions; supported the maintenance, management, and reporting for CRM, website (including SEO/SEM), GA4 Google Analytics, and social media.

### **2021–2023: DIRECTOR OF COMMUNICATIONS** St. John's College High School, Chevy Chase, D.C.

In collaboration with heads of school and members of admissions, advancement, alumni, athletics, and operations, created and implemented school-wide creative communications strategies to further promote the school's history, mission, and vision. As creative director, managed school-wide marketing efforts, including design and production of print and digital promotional collateral, website redesign and SEO/SEM, school photography, videography, and social media. Supervised assistant director of communications, external designers, and photographers, along with student and parent volunteers, to ensure consistent representation of the SJC identity and community. Served as primary media spokesperson, working with local and national media to oversee coverage of high-profile on-site events and athletic programs.

### **2015–2020: DIRECTOR OF COMMUNICATIONS & ASST. DIRECTOR OF ADVANCEMENT** Concord Hill School, Chevy Chase, D.C.

Working closely with the head of school, director of advancement, faculty, staff, and board of trustees, planned and implemented comprehensive, cross-platform marketing and communications strategies, policies, and procedures to expand and promote the school's identity while enhancing and promoting alumni and community stewardship. Developed content for cross-platform print/digital communications, serving as creative director, graphic designer, writer/editor, photographer, videographer, and production manager while managing CRM, SEO, and social media data, analytics, and reporting. Identified and supervised parent volunteer roles and responsibilities for fundraising and community-building events.

### **2013–PRESENT: PRINCIPAL/GRAPHIC DESIGNER** 3TStudioDesign, Washington, D.C.

CLIENTS INCLUDE: Beauvoir | Boston Ballet | E.S. Redmond, Author | Esophageal Cancer Action Network | Field School | Gary M. Almeter, Author | Hampden Lane Interiors | Joy of Motion Dance Center | Knock Out Abuse | Many Hands | McLean School | MGD Strategies, LLC | Museum of Fine Arts, Boston | St. Albans School | Staffing Advisors | Tikkun Olam Women's Foundation | Women's Caucus for Art

### **2013–2015: MANAGER, MARKETING & CREATIVE SERVICES** Joy of Motion Dance Center, Washington, D.C.

In collaboration with the managing director, executive director, and director of communications, identified and implemented marketing strategies to best support the center's organizational goals. Served as creative director, principal designer, production manager, and editor for cross-platform marketing collateral and website content, ensuring deliverables adhered to clear, consistent, and engaging brand identity. Managed SEO, CRM, social media, and related data, analytics, and reporting. Managed the development, approval, and dissemination of strategies, policies, and procedures.

### **2011–2013: MANAGER, CREATIVE SERVICES** Institute of Contemporary Art, Boston, MA

Partnered with the director of marketing and communications to identify and supervise projects in support of the ICA mission. As creative director, ensured consistent and effective promotion of ICA identity. Responsible for the design and production of visual materials for exhibitions, including labels, didactics, and brochures. As editor and production manager, secured content and licensing rights for the website and photography, working directly with exhibiting artists, photographers, and members of the press to document major exhibitions and public programs. In collaboration with internal and external ICA stakeholders, vendors, and media outlets, established and supervised production schedules, managed internal and external budgets, and solicited competitive bids.

### **2003–2011: EDITOR, CREATIVE SERVICES** Museum of Fine Arts, Boston, MA

Under the leadership of the director of creative/web services and managing editor, developed new and re-purposed existing scholarly content for print and digital collateral including the *Preview* membership magazine, MFA website and social media, advertisements, newsletters, program brochures and calendars, annual reports, and membership and way-finding collateral. Ensured accuracy, readability, and conformity with editorial style to promote consistent and educational identity and messaging.

## SKILLS, SYSTEMS & SOFTWARE

Adobe Creative Suite, Asana, Blackbaud, Canva, Constant Contact, CSS, Dayschool, Facebook, Finalsite, GA4 Google Analytics & Workspace, Hootsuite, HTML, HubSpot, Instagram, Mailchimp, Meta, Microsoft Office, MindBody, Monday, Rainers Edge, Senior Systems, Sitebots, Squarespace, Survey Monkey, TikTok, Vimeo, Wix, Wordpress, YouTube

## EDUCATION

**American University:** Accepted, Masters Program, Strategic Communications

**University of St. Joseph:** BA, Art History / Minor: Graphic Design