

donnasturtevant

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MAY 2021–PRESENT
Director of Communications
ST. JOHN'S COLLEGE
HIGH SCHOOL
Chevy Chase, DC

In collaboration with the SJC President, Principal, Admissions, Alumni/Advancement, and Athletics departments, create and implement school-wide integrated communications strategies to further promote the school's history, mission, and vision, while advancing operating objectives. Oversee internal and external marketing efforts including design and production of print/digital collateral, website redesign and SEO/SEM, photography, videography, and social media. Working with the Asst. Dir. of Communications, supervise internal and external support staff to ensure integrity of SJC's brand; serve as the school's primary media spokesperson, working with local and national media; oversee coverage of on-site events and high-profile athletic programs.

2013–PRESENT
Principal
3TSTUDIODESIGN
Washington, DC

CLIENTS: Beauvoir, The National Cathedral Elementary School | Boston Ballet | E.S. Redmond, Author Esophageal Cancer Action Network | The Field School | Gary M. Almeter, Author | 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

2015–2020
Director of Communications & Asst. Director of Advancement
CONCORD HILL SCHOOL
Chevy Chase, MD

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.

2013–2015
Marketing Manager & Graphic Designer
JOY OF MOTION DANCE CENTER
Washington, DC

In collaboration with the Director of Communications and Media, Managing Director, and Executive Director, identified and implemented marketing plans and strategies to best support the Center's organizational goals. Served as principal designer, production manager, and editor for all print and digital marketing collateral and website content, while ensuring deliverables adhered to clear, consistent, and engaging brand identity. Using SEO, CRM, and social media software, data, analytics, and reporting, managed the development and approval of strategies, policies, and procedures.

2011–2013
Manager, Creative Services
INSTITUTE OF CONTEMPORARY ART/BOSTON
Boston, MA

In partnership with the Director of Marketing and Communications, identified and supervised projects to support the ICA mission. Serving as creative director, supervised in-house and freelance graphic design team to ensure consistent and effective promotion of ICA identity. As editor and production manager, secured content for www.icaboston.org, reproduction rights for licensed photography, and worked 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
Boston, MA

Under the leadership of the Director of Creative/Web Services, worked in tandem with the Managing Editor to develop new and re-purpose existing scholarly content for print and digital collateral including *Preview*, the MFA membership magazine; MFA website and social media; advertisements; e-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 + SOFTWARE

Desktop: Adobe Creative Suite, Canva, Figma, Google Suite, Microsoft Office Suite
CMS, CRM, Marketing Automation, SEO & Social Media: Blackbaud, Constant Contact, Dayschool, Facebook, FilemakerPro, Finalsite, Google, Harness, Hootsuite, Instagram, Later, Mailchimp, MindBody, Pinterest, Sitebots, Squarespace, Survey Monkey, Twitter, Virtuous, Wix, WordPress, YouTube
Programming: HTML & CSS

EDUCATION

American University: Enrolled, Master's Program, Strategic Communications
St. Joseph University: BA, Art History (Minor, Graphic Design–Studio Art)