

DONNA STURTEVANT

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PROFESSIONAL SUMMARY

Strategic creative services and communications leader with demonstrated experience building engaging, on-brand marketing and communications strategies across education, arts, and nonprofit sectors. Adept in creative direction, content strategy, print and digital marketing, and project management, with a proven track record of aligning mission-driven collateral with organizational goals.

WORK HISTORY

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

As a member of school leadership team, collaborate with heads of school and members of admissions, auxiliary programs, business office, development, operations, and board of trustees to develop, implement, 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, supervise internal and external communications efforts to ensure quality, mission-driven, and brand-consistent messaging. Partner with parent association and alumni community to support the planning, execution, and promotion of annual community-building events, including the tuition assistance benefit. Work closely with families, faculty, external consultants, and school representatives to disseminate student transcripts for outplacement. Manage school photography and permissions; support the maintenance, management, and reporting for CRM, website, 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 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**, 3TSTUDIODESIGN, Washington, D.C.

Boston Ballet | Beauvoir | E.S. Redmond, Author | Esophageal Cancer Action Network | 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

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, supervised in-house and freelance graphic design team to ensure consistent and effective promotion of ICA identity. As editor and production manager, secured content and licensing rights for website, 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, 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, Blackbaud, Canva, Constant Contact, CSS, Dayschool, Facebook, Finalsite, Google Analytics, HTML, Hootsuite, Instagram, Mailchimp, Meta, Microsoft Office, MindBody, Raisers Edge, Senior Systems, Sitebots, Squarespace, Survey Monkey, TikTok, Vimeo, YouTube, Wix, Wordpress

EDUCATION

American University: Master's Program, Strategic Communications

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