

DONNA STURTEVANT

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PROFESSIONAL SUMMARY

Strategic communications, marketing, and creative operations leader with a proven track record of delivering on-brand messaging across education, arts, and nonprofit sectors. Expertise spans content development, creative direction, graphic design, photography/videography, and asset/production management. Known for creating measurable, mission-driven communications that strengthen engagement, brand identity, organizational goals.

WORK HISTORY

2013–PRESENT: **PRINCIPAL 3TStudioDesign, Washington, D.C.**

Recent Clients: Beauvoir | Boston Ballet | E.S. Redmond, Author | Esophageal Cancer Action Network | Field School | Gary M. Almeter, Author
Hampten Lane Interiors | Joy of Motion Dance Center | Knock Out Abuse | MakerLaunch | 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

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, advancement, operations, auxiliary programs, business office, and board of trustees to develop, implement, and optimize communications, marketing, and creative operations strategies to elevate the school's reputation as a leader in early childhood education. Supervised internal/external communications efforts to ensure quality, mission-driven, and brand-consistent messaging. Partnered with parent and alumni communities to support the planning, execution, and promotion of annual community-building and stewardship events. Worked closely with internal and external constituents to disseminate student transcripts for school outplacement. Managed assets/permissions for school media, as well as maintenance, management, and reporting for CRM, website, SEO/SEM, GA4 Google Analytics, PPC, and social media.

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

In collaboration with heads of school and members of admissions, advancement, alumni, athletics, and operations, created and implemented school-wide communications, marketing, and creative operations strategies to promote and advance the school's history, mission, and vision. As creative director, managed assets and production for school-wide print and digital collateral, social media and website content; managed website redesign and migration, SEO/SEM, photography, videography, and related permissions. Supervised assistant director of communications, external designers, photographers, and 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, board of trustees, and parent community, planned and implemented comprehensive, marketing, communications, and creative operations strategies, policies, and procedures to promote and expand the school's identity while enhancing and promoting alumni and community engagement. Developed content for cross-platform print/digital content, 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: **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, refined, and implemented marketing, communications, and creative operations strategies to best support the center's organizational goals. Served as creative director/graphic designer, writer/editor, and asset/production manager for cross-platform marketing collateral, social media, and website content, ensuring on-brand deliverables adhered to clear, consistent, and engaging messaging. Managed SEO, CRM, social media, and related data, analytics, and reporting.

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. Serving as creative director, writer, and editor, ensured consistent and effective promotion of ICA brand identity and positioning. Managed assets, permissions, and production for exhibition brochures, educational materials, gallery labels, and way-finding collateral. 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, Asana, Blackbaud, Canva, Constant Contact, CSS, Dayschool, Facebook/Meta, Finalsite, GA4 Google Analytics & Workspace, Hootsuite, HTML, HubSpot, Instagram, Mailchimp, Microsoft Office, MindBody, Monday, Raisers 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 / Graphic Design