



JESSICA SCHINDHELM

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Award-winning graphic designer with over 20 years of experience serving non-profit organizations, the health care industry, the private sector, and educational organizations. Add to that: content curating, brand management, and storytelling. References available upon request.

EDUCATION

B.A., Bowdoin College, Brunswick, Maine
magna cum laude, Women's Studies and English · May 1998

RECENT EXPERIENCE

DIRECTOR OF MARKETING
North Cross School, Roanoke, Virginia
2016–2020

Lead designer, editor, photographer/videographer and brand/advertising manager of independent pre-k through grade 12 school. Managed school's online and social media presence, established and executed consistent brand voice for institution, directed and supervised junior designer. Created press releases, thought leadership pieces and editorials to communicate schools mission and values. Wrote, produced, and maintained school's website using Weebly platform and evaluated school's online presence and popularity through Google Analytics, Facebook Ad Manager, MailChimp and Later. Increased the school's social following and alumni network twofold. Created branding and communication for school's largest ever capital campaign. Wrote, designed and produced award-winning viewbook for prospective families. Established branding for various school events and programs such as the CrossCurrents speaker and dialogue series and Future Forward (an elementary career symposium).

FREELANCE GRAPHIC DESIGNER

Various
2006–present

Contract and sub-contract designer in print, informatics, e-pubs, and web for corporate, small businesses and non-profit institutions including Cognizant Technologies, University of North Carolina Asheville; University of Louisville Medical Center; and Bentley Hoke LLC (a web development firm in Syracuse, NY). Illustrator and designer of personalized stationery products and ephemera, and retail packaging.

SENIOR DESIGNER

Duke Health
2004–2006

In the Medical Center's Office of Communications and Marketing, designed and produced the institution's award-winning magazine DukeMed Magazine, various patient health newsletters and department brochures and annual publications. Collaborated with illustrators, photographers and copywriters to create consumer friendly versions of leading edge medical research and advancements in patient care in order to promote brand awareness and community support.

SKILLS & EXPERTISE

Adobe Creative Suite, Mac OS, Google Analytics, MailChimp, WordPress (completed courses through InLearning on Essentials and Site Administration), Weebly, Microsoft/Google Office, Later.com, Facebook Ads Manager, video editing (iMovie, novice Adobe Premier), print production and publication, copywriting and editing

AWARDS & RECOGNITION

2020
CASE National Circle of Excellence Bronze Award Communications | Student Recruitment on a Shoestring
North Cross School Viewbook

2016
ITSMA Diamond Award for Marketing Excellence Category: Driving Business with Thought Leadership Cognizant Technologies
The Robot & I

2007
CASE III Regional Grand Award
DukeMed Magazine

2006
CASE III Regional Grand Award
dukehealthline newsletter

2006
CASE III Regional Award of Excellence
Duke Comprehensive Cancer Center Annual Report

INTERESTS & HOBBIES

Reading, sewing, knitting, cooking, exploring, exercising, keeping the peace between our cats and dog, and collaborating with my husband on our biggest project: parenting our two kids Annie (13) and Oscar (10).



See selections from my portfolio at <https://jschindhelm.myportfolio.com/>

For writing samples, examples of my video projects, and/or references, please contact me at jschindh@gmail.com