

HEATHER BARTLOW

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Portfolio: www.heatherbartlow.com

Graphic Design | Web Design | Museum & Nonprofit Communications and Marketing

Summary

A creative, focused, and organized problem solver with a talent for merging imaginative ideas with practical solutions. 13+ years of experience in digital, print, and web design; 10 years of experience in marketing, fundraising, event planning, non-profit administration, communications, and development; and 6 years of experience in corporate administration.

Education

Masters Certificate: Web Design & Development
Cornell University | 2021

M.A. Arts Management
George Mason | 2011

Masters Certificate: Public Relations/Marketing
George Mason | 2011

B.A. Art History
SUNY New Paltz | 2002

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat), Figma, Canva, Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Publisher, Access), HTML, CSS, WordPress, Drupal, Wix, Squarespace, Instapage, Quickbooks, 17 Hats, Constant Contact, Mailchimp, Infusionsoft, Asana, Slack, Trello, Basecamp, Monday.com, Hubspot, Facebook, Instagram, Twitter, Hootsuite, Blackbaud/Raiser's Edge.

Experience

Creative Director | November 2022 - Present

Graphic Designer | September 2021 - November 2022

International Franchise Association | Washington, DC

In-house designer for all print, digital/social, exhibit display, branding, email, website, and marketing design projects. Design editorial content for twice yearly *Franchise Opportunities Guide*. Coordinate and manage the design of *Franchising World* magazine. Create cohesive sub-brands and logos for committees, councils, classes, programs, and events. Design engaging campaigns, program books, signage, exhibit booths, and digital displays for annual convention and other large meetings. Develop templates in word, PowerPoint and Canva for staff to use. Work directly with all other departments including membership, government relations, events, education, and admin.

Web and Graphic Designer

Threshold Media | Ashburn, VA | March 2015 - September 2021

Contract designer for print, digital, branding, email, website design and website maintenance projects. Clients include restaurants, gyms, schools, salons, hospitals, nonprofits, museums, etc. Direct POC for many clients. Managed multiple projects, coordinated client communications, and delegated tasks to team members as necessary.

Graphic Designer

Crimson Fly Digital Marketing | Leesburg, VA | July 2015 - July 2016

Designer for print, digital, branding and website projects. Assisted with marketing strategies and business development.

Owner, Creative Director

Heather Bartlow Designs | Purcellville, VA | January 2011 - September 2021

Owner and operator of a graphic and web design business focused on helping small businesses create or improve their web presence. Clients in the following areas of business: museum, historical society, fitness, marketing agency, health and wellness, apparel retail, government contracting, museum consulting and various solo-preneurs.

Assistant Director of Development & Digital Marketing

Morven Park | Leesburg, VA | January 2011 - August 2014

Developed and implemented a successful social media plan. Created profitable constituent and business membership programs. Designed internal, external, digital, email and print collateral. Maintained website and managed website redesign. Advertised, contracted, and facilitated weddings and corporate events. Multiple other fundraising, marketing, and administrative duties.

Director of Communications

Tudor Place | Washington D.C. | May 2007 - January 2011

Designed, built, and managed museum website. Designed print and digital communications. Developed and implemented a social media marketing plan. Wrote successful grant applications and tracked and reported usage. Developed, marketed, and managed donor and public programs. Created and implemented self-guided QR code garden tour. Various other fundraising, marketing, human resource, and administrative duties.

Client Associate/Assistant to Sr. VP

Merrill Lynch | Jacksonville, FL | September 2003 - April 2007

Provided executive administrative support for the Sr. Vice President and two Financial Advisors. Obtained Series 7 certification.