



ANN M. SIMON

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SUMMARY OF QUALIFICATIONS

Award-winning graphic designer with over 10 years of experience working in visual and strategic communications. Demonstrated interpersonal and leadership skills in various industries in both the public and private sector. Proven ability to see design and marketing projects through from concept to completion. Seeking an opportunity to apply my experience in brand and visual development and grow professionally.

- Adobe Creative Cloud, HTML, Wordpress, and Microsoft Office
- Art direction
- Photography
- Copywriting
- Social media and communications strategy
- Project and relationship management skills

EDUCATION

M.S. Communications
Certificate in Strategic Communication Management
Purdue University

December 2016
August 2016
West Lafayette, IN

B.F.A. Graphic Design
Minor in Art History
California Polytechnic University, Pomona

December 2005

Pomona, CA

WORK EXPERIENCE

Freelance Designer
Ann Simon Designs

January 2004–Present
Los Angeles, CA

- Work closely with clients to develop print and digital materials for production and use.
- Visual branding and strategy created for clients in various industries ranging from healthcare, biotech, education, and cannabis.

Graphic Designer
Publication Specialist
Glendale Community College

January 2009–Present
March 2007–January 2009
Glendale, CA

MARKETING & COMMUNICATIONS

- Pitch, design, and implement hi (help & information) campaign internally to promote overall student success during the first two weeks of school with a high adoption rate.
- Execute marketing tactics according to strategy.
- Provide training sessions and presentations on branding upon request.
- Oversee GCC's Brand Ambassador campaign on Instagram.
- Compose copy for Facebook ads as well as monitor ad performance.
- Design invitations, programs, and e-mail campaigns for all major campus events.
- Initiate and execute a weekly e-mail campaign ("Marketing Mondays" and "A Marketing Memo") educating the campus of services available.
- Active member of the Marketing Committee.
- Contribute to the rebrand of the organization and creator of the new tagline: "How Do You GCC?"
- Communicate regularly with college administrators, senior staff, and department heads to develop all creative outputs and campaigns.

- Independently oversee proposals, vendors, and project budgets.
- Timely management of multiple high-profile projects.

VISUAL COMMUNICATIONS

- Establish and regularly contribute original content to the college's Instagram account.
- Manage creative assets and fulfill and distribute files as requested.
- Develop original marketing campaigns including artwork and copy.
- Work closely with digital ad representatives in the creation and monitoring of online and streaming radio campaigns.
- Photograph campus events including commencement.
- Create and prepare e-newsletters and e-invites for the President's Office, Foundation, and Alumni offices.
- Wrote, implemented, and regularly update the official Style Guide for the college.
- Design original creative materials for fundraisers, sporting events, dance, music, and theatre performances.
- Create advertising for print and digital media.
- Format and design biannual class schedule and cover.

Education Blogger

July–August 2016

Purdue University

West Lafayette, IN

Produce a monthly blog post for Purdue University's online Master of Science in Communications program from the viewpoint of a current student.

- Applying My MS in Communication Knowledge to My Career in Graphic Design
online.purdue.edu/comm/masters-in-communication/resources/applying-knowledge-to-graphic-design
- A Beginners Guide to Building a Corporate Social Media Strategy
online.purdue.edu/comm/masters-in-communication/resources/beginners-guide-corporate-social-media-strategy
- Choosing a Graduate School & Finding the Right Graduate Program
online.purdue.edu/comm/masters-in-communication/resources/choosing-graduate-school
- How to Get Ready to Go Back to School for a Master's
online.purdue.edu/comm/masters-in-communication/resources/how-to-get-ready-to-go-back-to-school
- Evolution of My Communications Career
online.purdue.edu/comm/masters-in-communication/resources/my-communications-career-in-a-movie

ACCOMPLISHMENTS

John Davitt Award for Outstanding Service Classified Staff Winner

May 2018

The John A. Davitt Award for Outstanding Service was established to recognize a classified and management/confidential employee for their exceptional contributions to Glendale Community College.

Community College Public Relations Organization Awards

CCPRO recognizes the outstanding marketing efforts of the 114 California community colleges with the PRO Awards.

First Place, Digital Ad Campaign

April 2019

Third Place, Banner/Outdoor Campaign

Third Place, Wild Card

First Place, Commencement Program

April 2018

Second Place, Catalog

Third Place, Logo Design

April 2015

First Place, Second Place Class Schedule Division A

April 2013

Third Place, Promotional/Advertising Campaign

PUBLICATIONS

Color Management for Logos: A Comprehensive Guide for Graphic Designers, page 106
John Drew and Sarah Meyer

VOLUNTEER

Rescue Dog Photography
Paws for Life K9 Rescue fka Karma Rescue

2017-2019
Westwood, CA

Member-at-large, Classified Council
Glendale Community College

2015-2017
Glendale, CA