

graphic designer, writer & creative director

Donna DeForbes Creates [2013-present]
Design print and web graphics, from annual reports and logos to marketing collateral and infographics, with an emphasis on publications. Write and copyedit web content, articles, stories and promotional copy. Collaborate with corporate, nonprofit and small business clients to determine content and aesthetic while adhering to budget and timelines.

Eco-Mothering.com [2008-2016]
Founded blog on green living and natural parenting. Wrote web content, created site graphics, generated monthly e-newsletter and managed all social media sites. Averaged 15,000 page views per month.

Publication: *The Guilt-Free Guide to Greening Your Holidays*, 2013.

Earth911.com, EcoRI News and MammaBaby [2013-2015] Researched and wrote articles and blog posts on eco-friendly living and parenting.

communications manager

Save The Bay [Rhode Island, 2003-2011]
Project manager, graphic designer, editor and contributing writer for all communications including newsletters, brochures, event collateral, ads, signage and presentations. Generated graphics and content for website and e-communications. Managed social media content and analyzed statistics. Helped brand the organization for specific campaigns and events.

Publication: *Save The Bay's Uncommon Guide to Common Life of Narragansett Bay and Rhode Island Coastal Waters*, 2008.

graphic designer, art director

The Marketing Solutionists [Philadelphia]
Designed, proofread and copyedited ads, brochures and marketing materials for local clients. Implemented an office system for coordinating project workflow.

Thomas Jefferson University Hospital [Philadelphia]
Organized large amounts of information into design layouts for manuals, newsletters and medical forms. Collaborated on standardizing hospital stationery and medical forms to stress clarity, efficiency and aesthetics while adhering to internal brand guidelines.

skills



plays well with others **design**
communication
photography detail-oriented **COLLABORATIVE**
writing self-starter **infographics**
multi-tasker

current work

Rhode Island School of Design [2017-present]
As Senior Library Assistant in Acquisitions, I utilize the other half of my brain by selecting and purchasing library materials, managing financial transactions, department funds and budgets, and handling donations.

Volunteer: Roger Williams Park Conservancy, Save The Bay, Ronald McDonald House

education

Drexel University
Philadelphia, PA / BS, Graphic Design [1994]
Magna cum laude with 3.8 GPA

Institute of Children's Literature
West Redding, CT / Creative writing [2012]



For design portfolio and writing clips, visit
DonnaDeForbesCreates.com
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