

JENNIFER ADLER

COMMUNICATIONS + BRANDING + DESIGN

lynn, ma | jennifer@survivalbydesign.net | (401) 487-5776 | portfolio: jenniferadlerdesigns.com | linkedin: jenniferadlerri

CAREER OVERVIEW

Award-winning communications and design leader with experience managing and designing strategic and impactful print and digital collateral that builds brand, engages audiences, and has contributed to multiple multimillion dollar campaigns for 125+ clients and employers. Known for collaborative, big picture problem-solving approach with a focus on brand consistency, process efficiency, inclusivity, and long-term sustainability. My online portfolio may be found at www.jenniferadlerdesigns.com.

EXPERIENCE

GENERAL INDEMNITY GROUP (GIG), BOSTON, MA BRAND MANAGER [MARCH 2024–MAY 2025]

- Lead brand development and designed new logos for the merger of six surety bond companies into BOSS Bonds as well as a rebrand for United Casualty & Surety Insurance Company (UCS). Built consensus, and maintained an engaging, positive, and collaborative process that resulted in meaningful, powerful logos that were received well by leadership and staff. Consistently fostered open communication and listened to feedback so that new branding would be embraced. Created brand guides for BOSS Bonds, UCS and GIG as well as templates for digital and print. Produced transitional elements (logo lockups, email signatures, etc.) for the companies merging into BOSS Bonds.
- For all three companies (BOSS Bonds, UCS and GIG), designed digital and print graphics including: Hubspot emails, blogs, ebook, social media, tradeshow booth, swag, printed marketing materials, apparel, office signage and decor.

BOSTON ARTS ACADEMY FOUNDATION, BOSTON, MA SENIOR DIRECTOR OF COMMUNICATIONS [NOVEMBER 2023–FEBRUARY 2024]

- Strengthened relationships with external PR firm to facilitate press releases, improve media outreach tracking, and produce social media for events promotion, fundraising, and mission advancement. Facilitated TV appearances and media days for Boston Arts Academy. Partnered with web development agency to finalize look of new website.
- Designed 2023 annual report, 2023 HONORS gala invitation suite, poster for car raffle campaign, web graphics, revised comprehensive campaign case statement, social media posts, and digital assets.

BOTTOM LINE, BOSTON, MA NATIONAL DIRECTOR OF MARKETING + COMMUNICATIONS [JULY 2016–JUNE 2017]

- Conducted organization-wide audit to assess effectiveness of internal and external communications. Initiated the organization's first national Communications Squad to provide national leadership, support the needs of each region (New York, Chicago, Boston, Worcester), and establish a pipeline to disseminate branding standards, organizational templates, and consistent messaging. Provided a space for regional professionals to collaborate, share knowledge and best practices, and provide feedback to national office. A cross-section of staff from each region, with special emphasis on Communications, Development and Operations, met monthly.
- Designed all national print collateral including annual report, academic study/evaluation report and organization's 20th Anniversary logo. Managed digital presence across social media accounts and coordinated national campaigns. Created new branding guidelines, corresponding style guide, and key messaging materials. Launched new organizational website and regularly designed new content. Art directed redesign of several key webpages and maintained backend of website.

THE DIMOCK CENTER, ROXBURY, MA DIRECTOR OF COMMUNICATIONS [APRIL 2007–MARCH 2008]

- Directed all internal and external communications needs of the community health center. Designed and produced video presentation, annual report, brochures, newsletters, invitations, posters, banners, ads, commemorative book, and all materials for signature fundraising event as well as annual Women's Health Forum. Managed all vendors.
- Thoroughly translated new branding throughout organization and across all communications materials when organization changed name and brandmark.

UNITED WAY OF RHODE ISLAND, PROVIDENCE, RI
COMMUNICATIONS SPECIALIST [NOVEMBER 2002–MARCH 2007]

- Conceptualized, wrote, and produced *Impact News*, a video training series on topics like “new branding standards” and “organizational best practices”.
- Designed and produced fundraising campaign materials, print ads, corporate communications, and event collateral. Managed and collaborated with freelance designers, photographers, event planners, and vendors to support campaign events, community summits, and annual meetings.
- Ensured strict organizational compliance to national United Way of America branding throughout national rebrand.

DIMEO CONSTRUCTION COMPANY, PROVIDENCE, RI
MARKETING MANAGER [OCTOBER 1998–FEBRUARY 2002]

- Produced proposals in response to RFPs and qualification package requests within strict deadlines. Managed acquisition and organization of proposal materials from a wide range of contributors including in-house departments, collaborating architects, and joint venture firms.

SURVIVAL BY DESIGN GRAPHIC DESIGN, LYNN, MA
FREELANCE GRAPHIC DESIGNER + COMMUNICATIONS CONSULTANT [MARCH 2008–PRESENT]

- Use background in communications, branding, project management, graphic design, strategic messaging, event planning, and product development to produce compelling, branded, and socially-aware print and digital assets; fundraising materials; and creatively-branded special event collateral to connect with myriad target audiences.
- Provide leadership on projects to ensure branding is consistent, messaging is clear and up-to-date, graphics are compelling and impactful, and content is strategic, well-researched and optimized to deliver the preferred end goal (whether awareness, engagement, or conversion).

PRODUCT DESIGN + LICENSING EXPERIENCE

SURVIVAL BY DESIGN CARDS, LYNN, MA
BEST SELLING INDEPENDENT LICENSED ARTIST + PRODUCT DESIGNER [JULY 2008–PRESENT]

- Concept, copywrite and design bestselling greeting cards to various art targets and audiences. Have generated \$1 million+ in sales for *RSVP/Sellers Publishing* (2012–present) and *Papyrus/Recycled Paper Greetings* (2009–2018) via greeting card kiosks in Target, Whole Foods, Wal-Mart, FedEx, Market Basket, and other retail in US and Canada.
- In 2009, launched a line of greeting cards featuring diverse characters saying humorous sentiments in direct contrast to the existing Hallmark brands. Cards were a finalist for Best New Product at the National Stationery Show in NYC. Filled orders for stores in 12 states, in Paperchase stores in England and Borders Bookstores in the US.

AWARDS + GALLERY SHOWS

AIGA MAINE, “DESIGN FOR GOOD” POSTER SHOW
SPACE Gallery, Portland, ME, 2023

GRAPHIC DESIGN USA
American Graphic Design Award
Art Direction, Far From The Tree
POCUS Seasonal Can Labels, 2023

IDA INTERNATIONAL DESIGN AWARDS
Honorable Mention, Brickyard Collaborative
COVID Floor Decals, 2021

NATIONAL STATIONERY SHOW
Best New Product Finalist, 2009

EDUCATION

RI SCHOOL OF DESIGN, PROVIDENCE, RI
Certificate, Advertising + Print Design, 2006

BRANDEIS UNIVERSITY, WALTHAM, MA
Bachelor of Arts, Philosophy, 1996

BRYANT UNIVERSITY, LINCOLN, RI
MBA Candidate, 2001–2002
Completed courses with Honors and in Good Standing:
Organizational Theory and Behavior, Business and Society,
Economics for Business, Written Communication, Basic Statistics

SOFTWARE

Design: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat), Canva
Digital: WordPress, WIX, Constant Contact, Mailchimp, Hubspot
Office: Wrike, Google, Microsoft Office, Asana, Basecamp, Slack