



## SUSANNA BLANTON

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### EDUCATION

BFA Kent State University  
Visual Communication Design

### TECHNICAL

Adobe Creative Suites  
Microsoft Office  
Email Newsletter Software  
Video & Audio Editing  
Survey Software  
ActiveNet

### OBJECTIVE

To utilize my skills in visual design, strategic communication, marketing and outreach initiatives to contribute to the creative direction of an organization that works to enrich the lives of the people it serves.

### RELEVANT EXPERIENCE

#### 2022 to 2023: Communications Specialist • City of Grandview Heights Parks and Recreation

Responsibilities include:

Oversee print and digital communication including a quarterly 32 page activity brochure. Create content for the City of Grandview's social media channels. Manage a photo

library of yearly programming, and parks. Serve as event photographer for events such as Tour de Grandview, Holiday in the Heights, Tri the Heights, and Memorial Day events. Serve on visioning team to create

future programming and events. Maintain the Parks and Recreation pages on the City's website. Create strategies for department wide consistent branding.

#### 2015 to 2022: Communications Specialist • City of Worthington Parks and Recreation

Conceive, design and produce informational and promotional communications using digital, print, video and social media. Create content for, monitor and maintain the City of Worthington's Department of Parks and Recreation presence across multiple social media platforms. Stage, shoot, edit and deploy digital photographs and video for promotional use. Work with peers and supervisors to craft effective messaging for community outreach and member education. Design, prepare, post and distribute a quarterly comprehensive summa-

ry and schedule of programming offered through the Worthington Department of Parks and Recreation. Devise, design, generate materials for and attend special events and activities to secure digital and photographic records for future use and communication efforts; Ensure uniform branding and organizational messaging across multiple digital media platforms, printed materials, promotional items and physical locations. Assist Department leadership and staff members with transforming ideas and concepts into visually appealing and effective

messaging. Maintain a digital photo and video library and archive for the Community Center, Griswold Center, Parks, as well as other departments within the City of Worthington. Evaluate efficacy of communication practices through surveys and web analytics to drive future communication strategies. Monitor and evaluate emerging technologies and communication platforms for inclusion in outreach efforts. Supervise and recruit volunteers.

#### 2011 to 2015: Director of Communications • Scioto Ridge United Methodist Church, Hilliard, Ohio

Responsibilities included: identity development and maintenance, website development & maintenance, digital photography and photo editing, writing & designing weekly electronic newsletters, maintaining social media presence, designing weekly printed materials, develop-

ing and producing weekly video and audio segments to convey messages on behalf of specific groups within the organization, and working with staff members and volunteers to craft and execute plans to effectively convey specific ideas through audio and visual means.

Art directed outreach video and print promotions. Supervise teams of paid and unpaid employees and volunteers. Attended weekly staff planning meetings, served on visioning team, conducted surveys and recruited volunteers.



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### **2000 to 2018: Board Member, Program Coordinator, Instructor • Southern Hills Arts Council**

Served on Board of Director for 18 years during a multi-million dollar renovation of an art deco multi cultural arts center. Community spokesperson for print, video and live television outreach. Supervised and recruited instructors and performers. Contributed to the creative

direction of a 15 year renovation including working with architects, local artists, sound engineers & lighting professionals. Organized and help market fundraising events grossing approximately \$20,000 annually. Designed, wrote copy and oversaw production of quar-

terly newsletter. Produced and art directed direct mail pieces. Served a representative to the Ohio Arts Council.

### **2004 to 2011: Freelance Designer, Susanna Blanton Design**

Designed and provided production ready, goal-specific print media for clients, participated in brand and image identity development, met with client representatives to establish the client's message and target

audience and a plan to reach that audience, developed relationships with vendors and printers, and applied strategies to maximize results while minimizing client costs.

#### *Partial Client List:*

Southern Hills Arts Council  
Eastern Kentucky University  
Communications Counsel, Inc.  
Sunrise Yoga  
Scioto Ridge United Methodist

### **2000-2004: Design & Production, Zip Systems, Jackson Ohio**

Designed logos, business cards, postcards, direct mail pieces, brochures, booklets, promotional items (such as t-shirts, pens, badges and magnets), sports programs, signage, vehicle graphics, billboards and websites.

Responsibilities in addition to design work: Supervised office staff, Communicated with clients from initial meeting to finished

product, calculated estimates and turn around time, oversaw small and large print runs, served as spokesperson at trade shows, serviced walk-in customers, provided photography services, wrote copy, operated small and large format printers, applied vinyl graphics and lettering, operated small and large format lamination equipment, t-shirt presses, folding & cutting machines, and general office equipment.

#### *Partial Client List:*

Holzer Medical Center  
Holzer Clinic  
University of Rio Grande  
Ohio Precious Metals  
Appalachia Realty  
H & H Retreading  
American Warehouse & Logistics  
Heartland Nursing Home