

DONNA JACKSON

Branding | Project Management

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CAREER

- Over twenty years of design and fine art experience
- In depth knowledge of acrylic paint and mixed media technique
- 10 years project management and creative direction
- Over sixteen years brand management experience for two large urban library system
- In depth knowledge of graphic and web design applications
- Self motivated, creative and dependable
- Strong leadership, management and organizational skills
- Exceptional work ethics and time management abilities
- Efficient in developing processes and strategies to enhance workflow and production

WORK EXPERIENCE

DMJSTUDIO – DETROIT, MI | OWNER & FOUNDER

OCTOBER 2010 – PRESENT

- Create and develop art-focused projects for public display and engagement
- Responsible for project development and strategic planning for the studio and its projects
- Provide workshops and support for artists in branding, marketing, and promotional procedures
- Curate fine art exhibitions for local galleries, public spaces, and the online community
- Manage studio team that includes administrative assistants, curators, and volunteers

HOUSTON PUBLIC LIBRARY – VIRTUAL | BRANDING CONSULTANT

OCTOBER 2016 – PRESENT

- Analyze brand position in public library market
- Translate brand strategies into brand plans, brand positioning
- Support creative development of visual components of HPL brand and their usage in print, electronic and in our spaces
- Monitor trends, research markets and competitors activities

HOUSTON PUBLIC LIBRARY – HOUSTON, TX | BRANDING COORDINATOR

NOVEMBER 2014 – OCTOBER 2016

- Analyze brand position in public library market
- Translate brand strategies into brand plans, brand positioning
- Lead creative development of visual components of HPL brand and their usage in print, electronic and in our spaces
- Monitor trends, research markets and competitors activities
- Oversee marketing and advertising activities to ensure consistency with messaging
- Project lead on major campaigns

HOUSTON PUBLIC LIBRARY - VIRTUAL | BRAND CONSULTANT

OCTOBER 2010 - NOVEMBER 2014

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for director of the library and the leadership team
- Responsible for print and design schedules and time lines for department
- Work closely with internal and external clients throughout project creation process
- Maintenance of the web site

WORK EXPERIENCE CONT.

HOUSTON PUBLIC LIBRARY - HOUSTON, TX | BRANDING AND DESIGN MANAGER NOVEMBER 2006 - OCTOBER 2010

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for director of the library and the leadership team
- Manage graphics and publications department as well as the print shop
- Responsible for print and design schedules and time lines for department
- Work closely with internal and external clients throughout project creation process
- Appoint printing and web vendors to given projects
- Maintenance of the web site

DETROIT PUBLIC LIBRARY - DETROIT, MI | GRAPHIC AND PUBLICATIONS MANAGER NOVEMBER 2004 - NOVEMBER 2006

- Responsible for the visual direction of all marketing materials
- Develop and design special project marketing materials for director of the library and the leadership team
- Manage graphics and publications department as well as the print shop
- Responsible for print and design schedules and time lines for department
- Work closely with internal and external clients throughout project creation process
- Appoint printing and other vendors to given projects
- Daily maintenance of the web site

DETROIT PUBLIC LIBRARY - DETROIT, MI | GRAPHIC DESIGNER JUNE 2002 - NOVEMBER 2004

- Designed and developed all marketing materials including brochures, mailers, bookmarks, posters and presentations
- Responsible for print and design schedules and time lines for department
- Responsible for the daily maintenance of the web site
- Appointed printing and other vendors to given projects
- Work closely with internal and external clients throughout project creation process

AWARDS

- **2016 – John Cotton Dana Award Winning Team Member** | Role: Designer of John Cotton Dana presentation for the Houston Public Library, Project Manager and designer for the Houston Public Library Card Campaign – *I Got My Link, Do YOU Have Yours?*
- **2016 – Texas Library Association – TLA Iron Award** | Role: Designer of TLA presentation for Houston Public Library, Project Manager and designer for the Houston Public Library Card Campaign – *I Got My Link, Do YOU Have Yours?*
- **2009 – John Cotton Dana Award Winning Team Member** | Role: Designer of John Cotton Dana presentation for Houston Public Library, Designer for the Houston Public Library Campaign – *A New Chapter: Opening of Houston Public Library - Central Library*
- **2009 – Texas Library Association – TLA Iron Award** | Role: Designer of TLA presentation for Houston Public Library, Designer for the Houston Public Library Campaign – *A New Chapter: Opening of Houston Public Library - Central Library*

AFFILIATES

- 2017 – American Library Association Committee Member - John Cotton Dana Award Committee | Chicago, IL
- 2017 – Downriver Council of the Arts Board Member | Wyandotte, MI
- 2016 – The Baltimore Gallery Detroit Gallery Support Member | Detroit, MI
- 2010 – American Institute of Graphic Artists

EDUCATION

WESTERN MICHIGAN
UNIVERSITY
1993 - 1997

COLLEGE FOR
CREATIVE STUDIES
1999 - 2001