

Mara Chan

SKILLS

Languages: English, French

Communications: writing, proofreading, public speaking, strategic thinking

Photography: portraits, headshots, travel photography

Graphic Design: infographics, data visualization, posters, templates, reports, branding

Computer Proficiency:

- Microsoft Office Suite (Word, PowerPoint, Excel)
- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom)
- Digital Asset Management systems (Brandfolder)
- SharePoint
- Trello (project management)

Social Media: Facebook, Instagram, LinkedIn, Twitter, WordPress, MailChimp

Leadership: Women at Bridgespan, Annual Report, Inclusive Culture Committee

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PORTFOLIO:

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EXPERIENCE

The Bridgespan Group, Boston, MA (August 2015-present)

Visual Communications Manager, Engagement & Marketing (January 2020-present)

Senior Graphic Designer, Engagement & Marketing (January 2018-December 2019)

Graphic Designer, Engagement & Marketing (August 2015-December 2018)

- Develop and execute Bridgespan's creative strategy
 - Create brand book, communications materials, templates, and annual report
 - Create and maintain annual report WordPress site
- Develop strategic solutions to communications challenges through design and writing
 - Design communication materials for fundraising, conferences, and client engagements
 - Translate complex analyses and strategies into compelling narratives through slide design
 - Design collateral for events and programs (invitations, posters, handouts, reports, etc.)
- Liaise with internal teams and departments; collaborate with senior staff
 - Assist in publication outreach and social media campaigns for 35+ publications
 - Assist in creating article pitch presentations for media outlets
- Create new webpage layouts, develop graphics and content for Bridgespan.org
- Manage a growing network of vendors, freelancers, and one junior team member
 - Develop and execute design/communications training program for junior team member
- Capacity Building: led 35+ trainings on strategic communication, design, and brand standards
- Photograph staff and key internal events (edit, format, resize, and archive staff photos)
 - Develop process and organization system for all photography (including stock photos)

Freelance Graphic Designer/Photographer/Videographer (February 2014-present)

- Communicate and collaborate with clients to create 50+ strategic design solutions
- Design digital and print graphics (e.g. logos, visual identities, infographics, maps, posters)
- Layout reports, style guides, and other publications

Field Communications Fellow, HOPE International, Brazzaville, Republic of Congo (February 2014-February 2015)

- Facilitated cross-cultural communication between local and national office in the U.S.
- Interviewed, photographed, and filmed 27+ HOPE clients to gather their stories
 - Translated, compiled, organized, edited, and delivered content to U.S. headquarters
- Wrote compelling, concise content for various media outlets (blog, newsletter, social media)
- Organized and helped lead a donor trip to the office and various client meetings
 - Created country briefs for donor visits
- Communicated fluently in French with staff and clients on a daily basis
- Raised over \$540,925 in donations for HOPE via Kiva and over \$15,000 in self-support
- Ensured HOPE's brand was correctly and consistently implemented (designed brochures, country guides, certificates, etc.)
 - Managed design projects from conception to print (HOPE Congo brochure, SI brochure)

Global Creative Services Intern, World Vision International, Monrovia, CA (June 2013-December 2013)

- Coordinated concepts, strategy, design, and production for World Vision's communications needs within the Global Creative Services team
- Managed design projects from conception to production (e.g., Humanitarian & Emergency Affairs Annual Report, Making Sense of Turbulent Contexts visual identity)
 - Designed graphics, icons, style guides, and templates for various departments' visual identities
- **Part-time Emergency Communications Intern:** provided graphic design assistance for World Vision's emergency and relief needs (e.g. maps and infographics for Typhoon Haiyan)
- **Part-time Publishing Intern:** managed projects, researched peer organizations, proofread documents

EDUCATION

B.A. French with honors, Graphic Design minor, focus in Communications

McDaniel College, Westminster, MD (May 2013), Magna Cum Laude

- Study Abroad: Facultés Universitaires Saint-Louis, Belgium (Spring 2012), University of Glasgow, Scotland (Spring 2011)