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Profile

Creative, dedicated, and detail-oriented professional with 9 years of communications experience, including five concurrent years in non-profits, fundraising events, and development

Education

Bachelor of Arts

Advertising & Public Relations
Special Program in Visual Communication
Magna Cum Laude

Drury University, Springfield MO

Organizations

Public Relations Society of America

Houston Chapter, Association/Non-Profit Section

AIGA, the professional association for design

Volunteer Work

Graphic Designer, GiggieIT

Int'l Association of School Librarians, 2009 - present

Statistical & Logistical Support

Lacrosse - Strake Jesuit, 2012 - present

Recent Experience



San José Clinic *Houston, TX*

Sep. 2013 – present

Senior Design & Communication Specialist, Development

Oct. '17 - present

Communication & Graphics Design Specialist, Development

Sep. '13 - Sep. '17

- Planning, strategizing, and orchestrating annual donor campaign, including identifying and segmenting target groups, creating multiple targeted appeals, managing expenses, and analyzing post-campaign statistics to improve future campaigns
- Collaborating closely with Special Events Manager throughout event planning processes and day-of-event event logistics and implementation
- Writing, designing, and producing organization collateral, including annual report, event materials, email campaigns, and advertisements
- Planning and implementing communications calendar, including the overall long-term strategy and ongoing adaptation
- Creating and managing comprehensive Clinic messaging, including CEO remarks, articles and features, event scripts, and press releases



Biotics Research *Rosenberg, TX*

Feb. 2010 – Sep. 2013

Graphic Designer: Served as sole graphic designer for nation-wide corporation including designing all advertising, promotional and educational pieces; maintaining the corporate website and blog; managing and promoting social media; and creating and distributing e-newsletter



Network Outfitters *Houston, TX*

Jun. 2009 – Jan. 2010

Creative Director: Rebranded company and created all company collateral and sales materials; designed and built corporate website; managed all print, signage, and apparel production for company

Expertise

Project Management & Process Design	Graphic Design & Digital Illustration
Persuasive and Informational Writing & Editing	Social Media Campaigns and Outreach
Logistics, Planning, and Strategy	Public Relations & Marketing

Skills

b Blackbaud: Raiser's Edge, NetCommunity

A Adobe: Illustrator, InDesign, Photoshop, Dreamweaver

Microsoft Office Suite

g Google: Analytics, Alerts, SketchUp, Forms, Drive

References Available Upon Request