

PATRICK RAYMOND

Somerville, MA

617.771.5204

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MARKETING COMMUNICATIONS & DESIGN

A hard-working marketing professional with extensive experience in communications strategy, content development (print, web, video, and interactive), writing, graphic design, event planning, and social media.

WORK HISTORY

BERKLEE COLLEGE OF MUSIC

Marketing Communications Manager

2008 - Present

I develop and maintain all messaging and branding for Berkleemusic, Berklee's award-winning online extension school, and I work closely with the Creative Director to maintain visual identity and integrity across print, web, and interactive platforms.

As Marketing Communications Manager, I am:

- **The Voice of Berkleemusic**, communicating with our students and prospective customers daily, using my extensive copywriting, editing, and proofreading skills for internal and external communications.
- **A Content Creator**, responsible for all aspects of outreach and communications—including email outreach, print collateral, ad campaigns, media buys, events, press releases, video content, and more—from scheduling and concept through production and fulfillment.
- **A Project Manager**, experienced in leading projects and teams, and directly managing internal staff (full-time Video Producer and interns) and external resources (freelance writers and designers, vendors, and other partners).
- **A Social Media Manager**, guiding Berkleemusic's strategy—growing new communications channels, creating and managing content, and engaging students and customers—on Facebook, Twitter, LinkedIn, and Berkleemusic's blog network.

PWR CREATIVE

Freelance Graphic Designer

2006-present

I flex my graphic design muscles with freelance work, developing complete design solutions for clients, including identity/logo development, web presence, and publishing services. Clients include gastropub Bluebird Tavern (Burlington, VT) and award-winning websoap EMPIRE: The Series (New York).

MIT

Assistant Director of Student Activities

2006-2008

I provided direction, advising, and support to MIT students and their 300+ organizations, working with them to strengthen the visibility and diversity of student programs. I also:

- Coordinated all aspects of planning and promoting large-scale campus events, including MIT traditions like Charm School, Fall Festival, and Spring Weekend.
- Facilitated leadership workshops, retreats, and other trainings for students and staff.
- Supervised a full-time Graduate Assistant for the Latino Cultural Center.
- Coordinated marketing efforts for the Student Activities Office; designed promotional materials, including websites, publications, and posters.

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UNIVERSITY OF VERMONT

Assistant Director of Campus Programs and Marketing

2003-2006

I coordinated and managed the Campus Programs Office within UVM Student Life. I developed and produced high quality programs and events to meet campus needs and managed a budget of \$465,000. I also:

- Supervised the Coordinator of Campus Programs (full-time staff member) and a Graduate Assistant (part-time staff member), as well as student employees hired for program production and publicity.
- Served as Marketing Coordinator, developing Campus Programs outreach to the university community, both on and off campus. I created and designed of publicity materials, involving intensive work in graphic design, layout, and web design.
- Created and implemented a successful Late Night program (called UVMPM) to meet student social programming needs. Planned and produced weekly Friday night events, weekly Saturday Night film series, and other special events which drew thousands of students each semester.
- Created and maintained popular UVM.EDU/BORED events website and blog, writing event previews and concert reviews.

EDUCATION

UNIVERSITY OF VERMONT

2000-2003

I earned a **BA in English** in 2003 with a Minor in Consumer & Advertising. During my time at UVM, I also:

- Concentrated my coursework in Graphic Design, Creative Writing, and Film/Media Studies.
- Served as a Resident Assistant from 2001-2003.
- Was elected President of the Inter-Residence Association (IRA), a organization representing students living within the residence halls.
- Worked as an Adventure Ropes Course Intern for Landmark School, a private boarding school specializing in language-based learning disabilities.

TECHNICAL SKILLS

Systems	Mac OS X and Windows
Software	Adobe Creative Suite (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop); MS Office (Excel, Word, Powerpoint); Apple iLife and iWork
Code	HTML, CSS, and basic FBML and Java
CMS	WordPress and Movable Type
Social Media	Facebook; Twitter; LinkedIn; Flickr; Tumblr; YouTube

WORK SAMPLES

Please visit patrickwraymond.com to see examples of past work.

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