



# MICHELLE DILLON

GRAPHIC DESIGNER & PUBLIC RELATIONS SPECIALIST

## CONNECT

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Hampton, NH 03842



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## EDUCATION

Bachelor of Arts, Graphic Design  
Southern New Hampshire University  
Online  
(expected 2017)

Bachelor of Arts, Communications  
University of New Hampshire  
Durham, NH  
1995 - 1999

## SKILLS

DESIGN

Creative Design & Layout  
Desktop Publishing  
Newsletters & Brochures  
Postcard & Invitation Design  
Logo Design  
Photography  
Digital Image Manipulation  
Web Design  
Strategic Counsel  
Media & Analyst Relations  
Marketing Strategy  
Social Media  
Blogging  
Messaging & Branding

SOFTWARE

Microsoft Office Suite  
Adobe Creative Suite  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Wordpress

## ABOUT ME

For 15+ years, I honed my skills as a public relations specialist. As the format for content delivery became more visual, I felt adding graphic design to my skillset the natural next step. I am currently pursuing my degree at SNHU and putting these skills to use for a local real estate agency. I am available for freelance work and open to opportunities where I can apply my expertise and gain additional graphic design experience.

## FREELANCE

Inspired by a family stuffed animal with a knack for designing clever greetings, BMD creative was born. Under this name, I put my skills to use...whether it's helping with media outreach, editing photos or designing professional or personal pieces.

### SHUTTERS BOSTON PHOTOGRAPHY

Branding, Logo and Business Card Design

### OLIVE & IVY

Logo Design

### CONNEXA COMMUNICATIONS

PR Support and Media Outreach

### GUSTAFSON FAMILY

Baby Reveal Photo and Shower Invitations



## EXPERIENCE

### MARKETING AND ADMINISTRATIVE ASSISTANT

Laffely Real Estate Associates | September 2016 - present | Salisbury, MA

At this busy real estate office, I utilize my strong communications foundation and creative design knowledge to assist with the marketing and promotional needs of the office. I work closely with the realtors to ensure all their transactions go smoothly and they have the material they need to assist clients.

### ACCOUNT DIRECTOR

Brodeur Partners | May 2008 - May 2015 | Portsmouth, NH

In this role, my primary responsibilities were managing public relations programs and driving results for client accounts. I worked closely with team members to draft communications plans and execute on top-line strategy. Working with our writers, I created and edited a variety of content, like news releases, blogs and tweets. I also participated in messaging and branding projects, and new business efforts.

### SENIOR ACCOUNT EXECUTIVE

Beaupre & Co | March 2004 - May 2008 | Portsmouth, NH

In this position, I managed day-to-day account activity. I collaborated with team members to brainstorm creative messaging and media outreach ideas, in order to secure a strong and influential presence in print, online and social media. With the support of senior staff, I counseled clients on outreach strategies for key news and events.