

[petercharbonneau.com]  
[communications/design/branding]

# PETER CHARBONNEAU

1214 11th Avenue N, St. Petersburg, FL 33705 | 617.571.7457 | pcharb21@gmail.com

Strategic communications professional with graphic design, journalism, non-profit, higher education and agency experience – ability to manage within complex organizations, advance institutional goals and raise visibility using design creative, marketing, writing, social media, branding, media relations, and event management strategies.

## CAREER DEVELOPMENT

**11.15 – PRESENT**

**Johns Hopkins All Children's Hospital**  
St. Petersburg, Fla.

### GRAPHIC DESIGNER

From ad campaigns to high-end brochures, physician directories to donor invitations, I provide design materials for various touchpoints through the hospital's marketing department. I art direct photo and video shoots, and have served as lead creative on the hospital's Radiothon event, No Show campaign and Tampa Bay Rowdies partner video. In a pinch, I shoot photography and video to support our team's project goals.

**07.11 – 10.15**

**General Federation of Women's Clubs**  
Washington, D.C.

### COMMUNICATIONS & PUBLIC RELATIONS DIRECTOR/DESIGNER

I set and implemented external communications and design strategies for a D.C.-based non-profit women's organization. I oversaw the production and design of a bi-monthly magazine with a small, but talented staff. I was project lead in the redesign and launch of the organization's website, gfwc.org. Additionally, I managed and set strategy for the organization's social media presence and outreach.

**11.10 – 06.11**

**Springfield Shopper**  
Springfield, Ill.

### ART DIRECTOR

Oversaw and designed the graphic elements of a weekly classified publication.

**02.09 – 07.10**

**Collet Communications**  
Boston, Mass.

### ASSOCIATE DIRECTOR OF STRATEGIC VISION

Identified, adapted and launched social media platforms to enhance proactive media relations outreach...Designed all in-house marketing, advertising and promotional materials...Event management, marketing and planning of sold out Red Hot Hockey event, Nov. 2009 at Madison Square Garden.

**05.07 – 11.08**

**Allen & Gerritsen**  
Watertown, Mass.

### STUDIO ARTIST

Assisted creative teams with preparation of designs and materials for client presentations...Served as art director/lead designer on several pro bono projects for the agency...Assisted with design on agency creative pitches... Designed and implemented signage for the agency's 'green awareness' directive.

**09.99 – 05.07**

**Boston University**  
Boston, Mass.

### ASS'T. DIRECTOR OF GRAPHIC DESIGN & ATHLETIC BRANDING

Project manager for all printable materials in the department, including sports marketing and alumni development...Oversaw internal and external usage of athletic brand and logos...Created graphic content for department website...Part of a marketing communications team which helped drive department message on campus and in community.

### SENIOR PROGRAM COORDINATOR [09.99 – 06.05]

Designed publications, advertising content, brochures and newsletters for University's varsity athletic teams... Created graphics, wrote and edited copy for athletic department website.

**09.97 – 09.99**

**Massachusetts Institute of Technology**  
Cambridge, Mass.

### ASSISTANT SPORTS COMMUNICATIONS DIRECTOR

Served as conference liaison for baseball, and tournament director for volleyball and fencing tournaments... Wrote and designed the 1998-99 and 1999-2000 editions of the MIT Sports Annual, covering 41 varsity sports... Promoted athletes' academic and athletic achievements to local media outlets.

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## CAREER DEVELOPMENT CONT'D.

**09.94 – 09.97**

***Newsday***

Melville, N.Y.

**EDITORIAL ASSISTANT, STAFF WRITER**

Covered high school, college and professional athletics for major daily newspaper... Assisted editors and beat writers on deadline; compiled and edited college results for publication.

**06.94 – 04.95**

**New York Islanders Hockey Club**

Melville, N.Y.

**EDITORIAL ASSISTANT, STAFF WRITER**

Wrote and edited feature articles for Islanders magazine/game program, *The Blade*.

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## PROFESSIONAL FREELANCE/RELATED EXPERIENCE

August 2015 – Present	Co-host of periodic pop culture podcast; frequent guest of related podcast
April 2016	Design work featured in local community cafe
March 2016	Logo design for a start-up photography business
Nov. 2007, '09, '11, '13, '15	Marketing, design and event management for Red Hot Hockey game at Madison Square Garden
July 2012	Logo design for startup LLC design company
September 2010	Logo design and brand consultation for Springfield-based health/education consulting business
April 2010	Volunteer work and design and brand assistance to Cambridge Historical Society
Nov. 2008 – May 2010	Served as freelance studio person for local Boston ad agencies, BrandContent and KSV
June 2010	Created concept designs for Agganis Arena premium club member vestibules
April 2009	Wrote bio page content for graphic artist Tim Legros' blog
March 2009	Created business card design for New York-based beverage company, Orion Beverages
February 2009	Led creative re-design of Boston-based hockey camp website
December 2008	Created logo for local baked goods business, Just Desserts
April 2004 – March 2005	Edited manuscript and designed novel cover for author Jonathan Zemsky
Sept. 1992 – July 1994	Served as associate editor for Long Island-based startup monthly magazine on amateur hockey

## QUALIFICATIONS

Professional writing, editing, editorial, marketing, and design skills  
Project management skills and ability to work on deadline  
Project lead experience, providing strategy, content and support from initiation through completion  
Experience in dealing with print vendors, media, membership  
Photography and photo editing skills  
Basic video editing skills  
Basic videography skills

## SOFTWARE SKILLS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere)  
QuarkXpress                      DreamWeaver                      Microsoft Office Suite  
basic HTML                      WordPress CMS                      Kentico CMS

## EDUCATION

Hofstra University, Hempstead, New York  
Bachelor of Arts in Communications – Print Journalism; History Minor, May 1994