



PETER CHARBONNEAU

GRAPHIC DESIGNER

PROFILE

I am diverse. A creative marketing professional with graphic design, journalism, non-profit, higher education, healthcare and agency experience. I advance institutional goals and raise visibility using design, marketing, writing, social media, branding, media relations and event management strategies.

SKILLS

- Graphic Design
- Internal & External Communications
- Marketing
- Photography
- Writing
- Copyediting
- Social Media
- Bass Guitar*
- Podcast Host*

** definitely not an expert*

SOCIAL



pcharbonneau21



@pcharbonneau21



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WORK EXPERIENCE

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 design for various touchpoints for 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. When needed, I come off the bench to shoot photography and video to support our team's project goals.

Graphic Design, Photography, Video, Brand Management

7.11 – 10.15

GENERAL FEDERATION OF WOMEN'S CLUBS Washington, D.C.

COMMUNICATIONS & PUBLIC RELATIONS DIRECTOR/ ART DIRECTOR

I set and implemented internal and external communications and design strategies for a D.C.-based non-profit women's organization, including a bi-monthly magazine where I served as lead designer/art director. We embarked on a two-year journey to overhaul the organization's website, gfwc.org, on which I was project lead. Additionally, I managed strategy for the organization's social media presence and outreach.

Graphic Design, Internal & External Communications

11.10 – 6.11

SPRINGFIELD SHOPPER Springfield, Il.

ART DIRECTOR

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

Graphic Design

02.09 – 07.10

COLLET COMMUNICATIONS Boston, Mass.

ASSOCIATE DIRECTOR OF STRATEGIC VISION

My fancy title meant I identified, adapted and launched social media platforms to enhance proactive media relations outreach for a startup communications firm. Our signature project was the management, marketing and planning of the sold out 2009 Red Hot Hockey event at Madison Square Garden.

Graphic Design, Event Strategy, Event Marketing, Social Media

05.07 – 11.08

ALLEN & GERRITSEN Watertown, Mass.

STUDIO ARTIST

My agency foray had me assisting creative teams with preparation of designs and materials for client presentations. My art director and mentor Gary Greenberg set me up to art direct and assist several pro bono projects for the agency.

Graphic Design

FOOTPRINT



NY



MA



IL



DC



FL



PETER CHARBONNEAU

GRAPHIC DESIGNER

FREELANCE

02.18 – Present

Poster and t-shirt design for
Bananas Records, St. Petersburg

10.17 – Present

Poster design for Independent Bar,
St. Petersburg

04.16

Artwork featured in local café

03.16

Logo design for a start-up
photography business

11.07, '09, '11, '13, '15

Marketing, design and event manage-
ment for Red Hot Hockey game at
Madison Square Garden

*For a complete list of my freelance
work, please visit my website,
petercharbonneau.com*

EDUCATION

Hofstra University
Hempstead, New York

Bachelor of Arts in
Communications – Print Journalism
History Minor, May 1994

WORK EXPERIENCE, cont'd.

09.99 – 05.07

BOSTON UNIVERSITY Boston, Mass.

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

Graphic Design, Brand Management, Marketing, Media Relations

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.

Graphic Design, Internal & External Communications, Media Relations

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.

Writing, Editing

06.94 – 04.95

NEW YORK ISLANDERS Uniondale, N.Y.

EDITORIAL ASSISTANT

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

Writing, Editing