



# PETER CHARBONNEAU

GRAPHIC DESIGNER

[petercharbonneau.com/portfolio](http://petercharbonneau.com/portfolio)

## 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
- Adobe Creative Suite
- Internal & External Communications
- Marketing
- Photography
- Writing
- Copyediting
- Video Editing
- Social Media
- Bass Guitar\*
- Podcast Host\*

*\* definitely not an expert*

## SOCIAL

 [pcharbonneau21](#)  [pcharbonneau21](#)

 [@pcharbonneau21](#)



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## WORK EXPERIENCE

**11.15 – PRESENT**

**JOHNS HOPKINS ALL CHILDREN'S HOSPITAL** / St. Petersburg, Fla.

### Graphic Designer

From digital marketing campaign landing pages to high-end brochures, physician directories to donor invitations, I design multiple 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 and A Night For All Children events, 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. That included an overhaul of the organization's website on which I was project lead.

[Graphic Design, Internal & External Communications](#)

**11.10 – 6.11**

**SPRINGFIELD SHOPPER** / Springfield, Il.

### Art Director

I 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



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## SIDE PROJECTS

### 04.19 – Present

Design and marketing strategy for startup app MyLogs | Tampa, Fla.

### 02.18 – Present

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

### 10.17 – 04.20

Poster design for Independent Bar | St. Petersburg, Fla.

### 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 management for Red Hot Hockey game at Madison Square Garden

*For a complete list of my freelance work history, please visit my website, [petercharbonneau.com](http://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

I wore a few hats during my time in the BU Athletic Department, but I primarily served as part of a rockstar marketing communications team steering the department through a major rebrand. I was project manager for all printable materials in the department and oversaw internal and external usage of athletic brand and logos. I also created graphic content and wrote for department website. Our team helped drive department message on campus and in the community. If there was a publication, advertising, brochure or newsletter for the department or varsity athletic team, I had a hand in it.

Graphic Design, Brand Management, Marketing, Media Relations

09.97 – 09.99

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY** / Cambridge, Mass.

### Assistant Sports Communication Director

I like to say I went to MIT – to work in athletic communications. I wrote and designed two editions of the MIT Sports Annual, which covered 41 varsity sports and served as a conference liaison and tournament director. My daily focus was to promote 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

Having grown up reading *Newsday*, it was surreal seeing my first byline in the newspaper. I covered high school and college athletics for this major daily paper and assisted editors and beat writers on deadline by running layouts and compiling college results for publication.

Writing, Editing

06.94 – 04.95

**NEW YORK ISLANDERS** / Uniondale, N.Y.

### Editorial Assistant

My first job out of college was an internship with the Islanders, my favorite hockey team growing up, where I wrote and edited feature articles for Islanders magazine/game program, *The Blade*.

Writing, Editing