

RENEE R. SEVELITTE

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Communications leader with over 20 years of experience implementing memorable marketing and advertising solutions through the harmonious partnership of copy and design. A conceptual thinker with refined design skills who builds brands through engaging integrated campaign experiences while adding an element of humanity to every touchpoint.

PROFESSIONAL EXPERIENCE

Global Technical Talent for Rochester Electronics, Newburyport, MA

Communications and Design Specialist, 2018 – Present

- Researched and wrote website posts and thought-leadership content to engage prospective audiences—while positioning Rochester Electronics as the global industry benchmark of obsolete semiconductor solutions—which increased sales by 400%.
- Implemented a style guide to ensure brand messaging synergy across digital content and print collateral.
- Created infographics through writing copy including SEO and designing layouts from concept through production utilizing Adobe Creative Suite.
- Interacted with cross-functional teams to achieve target dates and quality results for an e-commerce rebrand initiative through managing lists, executing over 2,800 datasheet layouts, and uploading design files with correlating meta data into a digital asset management system.
- Copyedited and proofread customer and employee emails to ensure grammatical accuracy and cohesive style.

Northern Essex Community College, Haverhill, MA

Senior Graphic Designer, 2013 – 2018

- Designed within brand guidelines digital and print marketing campaigns inclusive of pay-per-click banner advertisements, print brochures, invitations, posters, and social media assets to create awareness of degree offerings resulting in increased student enrollment.
- Illustrated in Photoshop social media channel design initiatives, including presence on Twitter, Facebook, and Instagram.
- Innovatively interpreted a creative brief through designing a digital and print campaign for the Pathway to College initiative with Regis College.

Fresenius Medical Care North America, Waltham, MA

Senior Graphic Designer, 1998 – 2012

- Created and implemented design direction of graphics for 40 booths with coordinating marketing collateral for the annual Medical Directors' Symposium within the Chief Medical Officer's \$300,000 marketing budget each year from 2001 through 2012.
- Collaborated with corporate compliance to shape strategic vision, design, and copy for a communications campaign appearing in 2500 international dialysis clinics which achieved HIPPA awareness.
- Initiated and executed the design transformation of the *Nutrition Network*, *Social Worker Navigator*, and *Advisory Board Links* publications, enhancing readership by utilizing visual storytelling and then orchestrated a best-practice production timeline for the national editorial boards.
- Researched, wrote, and designed editorial articles for the *Uplift Your Spirits* column appearing in an international patient education newsletter.
- Managed print and electronic publication process from concept through file production in a fast-paced environment.

FREELANCE EXPERIENCE

- Art directed graphics and copy through final file release for outbound lead generation marketing campaigns inclusive of email blasts, social media outlets, direct mail, invitations, and PPC advertising utilizing HubSpot; Adobe InDesign, Photoshop, and Acrobat and managed project timelines in SmartSheet for **Samsung NeuroLogica Corporation**.
- Authored ideation; designed; managed production, quote-bid, multi-channel distribution, public relations, and promotions for the art lesson book, *You Are a Work of ART* for **Phenomaxon Books**.
- Awarded first place in the identity mark design competition for the **New York State Dance Therapy Association**.
- Presented art workshops in schools, corporations, and the **National Museum for Women in the Arts, Washington, D.C.**

EDUCATION EXPERIENCE

Bachelors of Science, Fine Arts, Northeastern University, College of Professional Studies, *cum laude*, Boston, MA

Associate in Science, Graphic Design and Visual Communications, Northeastern University, College of Professional Studies, Boston, MA

Certificates, Copyediting and Proofreading; Advertising Copywriter, Universal Class Online

TECHNICAL PROFILE

Adobe Creative Cloud: InDesign; Photoshop; Illustrator; Portfolio; Acrobat