



## CREATIVE STRATEGIST + STRATEGIC CREATIVE

- Specializing in politics + advocacy
- Experienced in branding, digital fundraising, persuasion, + mobilization messaging, direct mail, and live event production

**PORTFOLIO:**  
TrishTrishTrish.com

**CONTACT:**  
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2022 - PRESENT **CAP ACTION:** DESIGN DIRECTOR

2014 - 2022 **FREELANCE DESIGNER & CONSULTANT**

- provided creative strategy & production for campaigns, firms, & businesses, remotely or on-site
- projects include branding, digital & print advertising, email, direct mail, rapid response, presentation decks, infographics, merchandise, vendor management, & general creative problem solving

2017 - 2018 **PRIORITIES USA:** DESIGN DIRECTOR Jan-Dec 2018 | SENIOR GRAPHIC DESIGNER Sept-Dec 2017

- managed design & production for 65+ regional & multi-state ad campaigns (\$40M+ total media spend)
- hired & managed team of 5 graphic & motion designers, plus contracted freelancers
- developed & fine-tuned content based on polling, performance reporting, & extensive creative testing
- built project timelines to meet media plans & production capacity
- collaborated closely with video, writing, media buying, analytics, comms, research, & training teams
- managed CMS landing page production & coordinated with contracted web developers
- designed press & donor presentation decks & newsletters

2016 - 2017 **DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE:** SENIOR GRAPHIC DESIGNER & BRAND MANAGER

- produced graphics & videos for digital fundraising, social media, & rapid response content
- designed merchandise & branded materials
- oversaw graphic design production & trained staff on best practices
- developed branded campaigns for issue based initiatives

2014 **MICHELLE NUNN FOR U.S. SENATE:** GRAPHIC DESIGNER, VIDEOGRAPHER, PHOTOGRAPHER

- produced graphics & short video content for digital fundraising, social media, & rapid response
- travelled with candidate statewide to document events for digital & comms teams
- worked closely with advance, comms, & finance teams

2007 - 2014 **SCHWARTZ CENTER FOR PERFORMING ARTS:** ASST. STAGE MANAGER

- stage managed concerts & special events in an 800 seat venue
- coordinated technical needs of touring artists, faculty, & students
- designed, programmed, & operated stage lighting
- hired & managed work study team

2005 - 2012 **FREELANCE THEATER DESIGNER & TECHNICIAN:** LIGHTING DESIGNER, ELECTRICIAN, SCENIC PAINTER

- no ladder was too tall

## EDUCATION

THE CREATIVE CIRCUS, 2013 Graphic Design

EMORY UNIVERSITY, 2006 Bachelor of Arts

## SPEAKING EVENTS

DNC DIGITAL BOOTCAMP, 2018

"A Practical Guide to Managing a Campaign Brand"

PRIORITIES USA BOOTCAMP, 2018

"Better Design for Better Results"

## SKILLS

GRAPHIC DESIGN (Photoshop, Illustrator, & InDesign), BRANDING, POLITICAL NUANCE, ILLUSTRATION, ART DIRECTION, MOTION GRAPHICS (AfterEffects), VIDEO EDITING (Premiere Pro), UI & UX DESIGN, CMS MANAGEMENT, INFOGRAPHICS, PRESENTATION DECKS, BASIC HTML & CSS, BASIC AUDIO EDITING (Audition & Audacity), COPYWRITING, CALLIGRAPHY, PROFESSIONAL ROAD TRIPPING, BILLIARDS, ROCK & ROLL (boundlives.bandcamp.com)

References available upon request