
HELEN GRANGER

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MARKETING & COMMUNICATIONS PROFESSIONAL

Creative, sensitive, observant and organized professional with skills in brand building, print and digital production, graphic design, production management

Key skills include:

BRAND STRATEGY & IMPLEMENTATION	BIDS AND PROPOSAL REVIEWS
WEBSITE PRODUCTION, DESIGN AND DEVELOPMENT	EXPERT IN MS OFFICE, GOOGLE DOCS, AND DESIGN SOFTWARE
TRANSLATING TECHNICAL INFO TO NON-TECHNICAL FOLK	MARKETING WITH FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN, MAILCHIMP, CONSTANT CONTACT

Currently Creative Director at High Road Marketing and Communications (since 2008)
Also volunteering as Development & Media Director with New England Coastal Wildlife Alliance

Professional Accomplishments

Marketing

- Achieving high click rates by writing and designing engaging emails for clients while keeping up on the laws and rules of email marketing
- Being a brand guardian
- Directing photographers and illustrators to create Sacred Fire magazine
- Crafting good subject lines that result in higher than average open rates
- Creating branding for a research group, a marine supply company, a magazine, a performance venue, a music producer
- Writing engaging press releases and newsletters

Design & Illustration

- Improving customer retention by creating robust functional websites
- Drawing charming characters for books and branding
- Fitting 100% of the sponsor logos onto ads and posters
- Designing engaging GIF animations and images for Social Media
- Prioritizing accessibility and readability by a larger population in my designs using my knowledge of user interface and my experience in book production

Production

- Boosting revenue 200% at an in house Custom Products division of a corporate training company by introducing more efficient production practices and excellent customer service
- Building websites using hand coding and other methods including WordPress and other CMS
- Shepherding books, magazines, other publications through print production
- Preparing print and digital ads for production

Research

- Co-writing and editing successful DARPA grant applications and published research papers
- Managing & working with a team of grad students and scientists to produce experimental software
- Conducting interviews with engineers on their design process
- Improving the user interface of software for engineering support through user testing & feedback

Non-profit

- Contributing as a team member in writing, prop production, filming, editing, television shows with Paper Tiger Television (PTTV)
- Doing my part to keep Gallery X going both as an active member/volunteer (2007-2013) and also as a Co-director (2009-2010)

Education & Credentials & Other Good Stuff

Hunter College 1986 BFA
also attended University of Hartford Art School
Internships with video/installation artists Dieter Froese & Rita Myer

Member of NBEDC
Papers on ResearchGate.net