

MONICA DENNY

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PROFESSIONAL EXPERIENCE

Marketing and Development Coordinator

July 2018 - Present

UMass Memorial Health - Marlborough Hospital in Marlborough, MA

- Assists in the planning, coordination and implementation of special events including fundraisers, stewardship programs, health fairs, lectures, community education classes, employee recognition events, press conference and annual networking events. Designs collateral to promote and showcase these events
- Increases brand awareness for the hospital internally. Actively engages with leaders and teams to collaborate about marketing opportunities and leverages different market research strategies to boost reputation of the hospital.
- Streamlines internal communications through templates, reporting consistency, Microsoft Excel, SmartSheets, FormStack and other vehicles for formatting content.
- Maintains the hospital website, intranet and social media alongside designing and implementing email, marketing, and direct mailing campaigns to promote the hospital. Familiar with SEO content strategies and utilizing analytics.
- Develops creative designs for advertisements, social marketing, internal and external signage, print materials, brochures, banners, building signage, and other digital content.

Owner and Freelance Graphic Designer

February 2013 - Present

Her Grim Creative (Remote)

- Demonstrates a strong understanding of design fundamentals when selecting typography, composition, layout, and color. Utilizes Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Acrobat Pro, Excel, Drupal, HTML/CSS, MailChimp, Microsoft Outlook, QR Code generators, Canva, and PowerPoint to ensure projects are visually appealing and functional for all clients.

Social Media Marketing Manager

January 2016 - September 2017

Citti's Florist in Campbell, CA

STRENGTHS AND EXPERTISE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Web Design (Drupal, Wordpress, Wix, SmugMug, HTML, CSS)
 - Typography and Design Principles
 - Branding and Visual Identity
 - Email Design and Marketing
 - Social Media Management
 - Digital Marketing
 - Data Analytics
 - Strategic Planning
 - Community Development
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EDUCATION AND CERTIFICATIONS

Shepherd University

Shepherdstown, West Virginia

Bachelor of Science

Communication in New Media and Graphic Design

Google Digital Marketing & E-commerce

Professional Certification

2024 - Currently enrolled