



Christopher Penders

Creative Manager, Graphic Designer, Web Designer,
Photographer, Editor, Annual Fund Manager, Project Manager

Portfolio: www.christopherpenders.com

Personal Qualifications

- Professional
- Passionate about quality
- Creative
- Respectful, kind
- Optimistic, positive attitude
- Attentive to detail
- Enthusiastic and high energy
- Ambitious
- Tech savvy
- A sense of humor
- Credible/trustworthy
- A good listener
- Socially and politically savvy

Contact

cpenders@gmail.com

585 414-2926

733 Middle St.

Portsmouth, NH 03801

www.christopherpenders.com

Career History

University of Rochester (2002 - present)

- *Annual Fund Manager/Fund Raiser* (2002 – 2012)
- *Creative Manager* (2012 - 2022)
- *Contract Designer, Freelancer* (2022 - present)

Conceive, develop, and manage the production of marketing and communications materials produced by the Warner School of Education at the University of Rochester. Ensures that projects are delivered on time, within budget, adhere to the highest possible standards, and meet customer expectations while conveying a consistent strong brand message for the University.

Skills

- Proficiency and high degree of technical skill with a variety of software programs including Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, Microsoft Office, with advanced PowerPoint skills and database experience
- Ability to write and design for print or web
- A passion and knowledge of design, fonts, paper, color, Macs, and all things creative
- Experience with all types of print production including digital printing, offset printing, wide format and other specialty printing techniques
- Excellent reporting, interviewing, interpersonal, and communication skills but also diplomacy
- Demonstrated qualities of creativity, imagination, and initiative
- Demonstrated ability to set priorities in successfully accomplishing complex projects
- Demonstrated ability to successfully work independently, as well as collaboratively, with others on a team
- Demonstrated commitment to outstanding customer service
- Outstanding written and verbal communications skills

Principal Accountabilities

Under general direction of the Assistant Dean of External Communications and with considerable latitude for exercising creativity:

- Designs, or oversees the design, of publications, illustrations, brochures, invitations, programs, presentations, graphs, charts, web sites, and other projects
- Works with clients and vendors to produce design materials in support of major Advancement strategies, working with graphic design software programs including, but not limited to, Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat. Consults with clients about ideas and design elements to be presented in visual form
- Consults with senior leadership and client about interpretation of client's needs, taking into account aesthetics, budget, and specifications for production
- Designs and/or directs the design of layouts for publications and other projects, combining visual elements and techniques, such as illustration, typography, color, format, photography, and other art forms
- Builds relationships with communicators (writers, designers, photographers, etc.) working in other parts of the University
- Meets with clients, schedules projects, assigns resources, negotiates with vendors, manages project budgets, tracks progress, keeps clients updated, and ensures delivery to client satisfaction.
- Develop detailed project schedules, project estimates, resource plans, status reports and track key project milestones and adjust project plans and/or resources to meet the needs of customers. Performs these duties in a professional and positive manner, and demonstrates integrity, good judgment, and the ability to work well with a variety of people and styles.

Education

BA, Journalism

State University of New York, Plattsburgh