



OLIVIA YANCEY

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PROFILE SUMMARY

Creativity: Strong aptitude for visual design with the ability to think outside the box and develop innovative, eye-catching designs; Implement the vision of others, and execute on time.

Customer Relations: Customer-focused, self-starter with proven ability to deliver superior, personalized service; cultivate strong business relationships, and resolve issues.

Collaborator: Experience working in small to medium teams through complex tasks while maintaining the objective in mind; adapt to changing expectations within a team.

TECHNICAL COMPETENCIES

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere Pro | Adobe After Effects | Wordpress
Hubspot | Canva.com | Bannersnack.com | Promo.com | Asana.com | Microsoft Word | PowerPoint

PROFESSIONAL WORK HISTORY

Graphic and Web Designer | National Association of Insurance and Financial Advisors, VA | April 2008 – January 2021

- Contributed to the overall Communications strategy of products and services to a broad audience of legislators, media, thought leaders, members, and consumers.
- Maintained and designed web pages (www.naifa.org), including all marketing campaigns, chapter sites, blogs, email templates, and e-newsletters.
- Transferred sites and created a new site architecture within the HubSpot CMS platform.
- Designed all collateral print materials for all campaigns and special interest programs; art directed all assets for the Annual Membership Conference and the Legislative Day on the Hill Congressional Conference.
- Created all social media marketing endeavors to fit all platforms using banner advertisements, videos, and animated graphics.
- Consulted with outside vendors in proficiently streamlining different marketing messaging for popular campaigns.
- Organized and implemented Branding Guidelines for all the National and all State Chapters.
- Art directed the *Advisor Today* Magazine Covers and Featured articles.

Web Designer | Newspaper Association of America, VA | September – December 2007

- Oversaw the editing and production of the periodic electronic newsletters that served the NAA Marketing Federations, and the Marketing area of the Association website, naa.org.
- Ensured graphical and editorial integrity of all e-newsletters and website, within NAA style guidelines.
- Prepared content for e-mail distribution, and posting to NAA websites, working with the NAA web publishing team.
- Coordinated content between publication --electronic, as well as Newspaper Marketing magazine, to cross publish as appropriate.

Graphic Designer | Office of the Clerk, House of Representatives, DC | April 2006 – September 2007

- Worked as a project manager responsible for the planning and implementation of direction, design, and content for the Office of the Clerk website (clerk.house.gov), developed innovative layouts to showcase important information to the Congressional Members.

- Assisted the Web team in the design and maintenance of various internal and external Clerk Web sites including: Intraclerk.house.gov (internal site); clerkkids.house.gov; womenincongress.house.gov; and pageprogram.house.gov.
- Oversaw the design and final production of all print design projects (ex. Women in Congress book, Statuary Hall booklet, Member's Records manual and brochures, Page School brochure, House Chamber brochure and booklet).
- Technically reviewed proofs that were printed directly from the press, working closely with our Government Printing Office contact.

Lead Graphic Designer | Creating Results, VA | June 2003 – March 2006

- Conceptualized and produced graphic art and visual materials to effectively communicate information for publications, advertising, packaging, posters, signs, and interactive media such as websites and interactive displays.
- Resized and re-formatted ads, communicated with various vendors, developed distinctive logos for products and businesses, and negotiated with a marketing department to develop the best marketing strategy.
- Collaborated with multiple clients, while working with a positive and efficient team.

Web Developer | Dixie Meadows Farm, VA | January – June 2003

- Took photography, developed multimedia with Dreamweaver and Flash, made each dynamic graphic, and continuously up-dated the website.

Intern Web Designer | NACCAS, VA | September – December 2001

- Completed a website for their seasonal newsletter.
- Planned layout with a team working with Oracle and Dreamweaver.

VOLUNTEER EXPERIENCE

Lab Assistance | GMU 3-D Lab Department, VA | August – December 2002

- Assisted students with the animation and design assignments.
- Updated software and helped professors by aiding students with their questions.

PROFESSIONAL DEVELOPMENT

- The Institute for Federal Printing and Electronic Publishing in Effective Communication in Printing and Printing Process and Terminology | 2007
- EEI Communications in CSS I and II | 2006 - 2007
- Adobe InDesign I and II | 2006 - 2007
- Accessible Web Design | 2006 - 2007
- Flash I and II | 2006 - 2007

EDUCATION

Digital Marketing Certificate (2022)

Thoughtful | Remote | [View Final Project](#)

Bachelor in Art Studio (2003)

Concentration: Graphic Design | Minor: Multimedia Design

Magna Cum Laude | George Mason University | Fairfax, VA

Associates in Arts and Sciences (2002)

Focus: Web Design

Lord Fairfax Community College | Middleton, VA