



kim mousseau

DESIGN | MARKETING | COMMUNICATIONS

CONTACT

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 518.534.8954

 kimmousseau

CORE COMPETENCIES

Project Management

Content Development

Graphic design

Proficiency in industry-standard software

Communication and campaign strategy

Critical thinking & problem solving

Social Media marketing

Content Management Systems

Professionalism and work ethic

PROFILE

Multi-faceted communications professional with experience in non-profit and higher education; project management; advertising and marketing design; website maintenance; social media; content creation; and more.

WORK EXPERIENCE

05/2022 to present

COMMUNICATIONS MANAGER

Binghamton University • Binghamton, NY

- Primary communicator for the Division of Diversity, Equity and Inclusion.
- Manage website updates and the ongoing redesign efforts of the divisional website.
- Research and develop content that tells the diversity story at the University.
- Contribute feature content to annual school magazines.
- Develop signage for DEI-owned space, including a new "Be You" campaign.
- Assist with many design related projects.
- Manage the division's social media accounts.
- Liase with the Division of Communications and Marketing when appropriate.

06/2018 to 05/2022

COMMUNICATIONS & MARKETING SPECIALIST

Penn State • Schuylkill Haven, PA

- Provided communication support and consultation for campus departments, including athletics, community engagement, student affairs and alumni relations.
- Project management included print collateral (brochures, advertisements), digital media and newsletters, social media, signage and more.
- Responsible for content updates to campus website in Drupal (CMS).
- Developed feature and news story content, including pitching story ideas and researching subject matter as needed.
- Provided photographic coverage for on- and off-campus events.
- Positively promoted campus activities and initiatives to local community.
- Ensure that all collateral is brand-compliant following University guidelines.
- Manage vendor relationships on all projects, including payment and reconciliation of invoices.

Select Accomplishments

Helped to improve the productivity and responsiveness of our department.

Helped drive a new modern visual aesthetic for the campus collateral while implementing University brand guidelines.



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EDUCATION

Adv. Post-Baccalaureate Certificate
Integrated & Social Media
STATE UNIVERSITY OF NEW YORK
AT OSWEGO
Spring 2024

Bachelor of Arts
Electronic Design & Multimedia
THE CITY COLLEGE OF
NEW YORK

Certificate
The Publishing Program
THE CITY COLLEGE OF
NEW YORK

Bachelor of Arts
Liberal Arts, Sociology
STATE UNIVERSITY OF NEW YORK
AT GENESEO

EXPERIENCE CONTINUED

02/2007 to 07/2018

PUBLICATION DIRECTOR & GRAPHIC DESIGNER

Studley Printing & Publishing • Plattsburgh, NY

- Acted as the central point of contact for all departments (art, sales, editorial and management) on all in-house publications.
- Managed the entire design process of numerous multi-page projects—including a weekly art and history newspaper and a monthly home and garden magazine—including layout and cover design, advertisements and other supplementary advertising pages.
- Oversaw the day-to-day activities of the art production department including assignments and approval, production schedule and pre-press setups and reviews.
- Assumed additional responsibilities related to copywriting, copy and photo editing, social media and website management.

Select Accomplishments

Initiated redesign of existing publications, including branding and layout.

Launched a new full color magazine that garnered strong community support and reported a steady increase in advertising revenue and page count.

07/2006 to 08/2007

GRAPHIC DESIGNER

Media Central • Plattsburgh, NY

- Executed numerous advertising and marketing collateral jobs, including logos, brochures, signage, posters, and more.
- Responsible for website updates and the development of new seasonal landing pages for various clients.

08/2006 to 03/2007

GRAPHIC DESIGNER & MARKETING ASSOCIATE

North Country Cultural Center for the Arts/The Strand • Plattsburgh, NY

- Took the lead on the development and execution of all promotional and marketing material for upcoming classes, openings, and other events.
- Wrote and developed new content, as well as the editing and design of the center's monthly member newsletter.