

# ANITA CONLON

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**Key Skills** Adobe Creative Suite, Marketing Design, Copywriting & Editing, Database Management, Microsoft Office, MS Word, Power Point, Report Writing, Presentations, Team Member, Culturally Aware, Positive

**EDUCATION**  
Additional Coursework:  
- Certificate, Non-Profit Management, St. John Fisher College, Rochester, NY  
- Coursework Completion in Communications, Cabrini College, Radnor, PA  
- AAS In Visual Communication (Graphic Design), Art Institute of Philadelphia, PA

**EXPERIENCE**  
Pittsford Food Cupboard  
Pittsford, NY  
5/2010-3/2016  
**Executive Director**  
My first role with this non-profit organization was as Client Services Coordinator and Marketing Manager. I utilized my Marketing abilities to:  
- promote an upbeat, compassionate working culture for volunteers and clients;  
- create and manage a new website and brochures;  
- write press releases and provide interviews to local media;  
- create training guides and provide instructor-lead volunteer training;  
- establish a social media presence and network.

In 2011, I was promoted to Executive Director by the Board of Directors.

Director-specific job tasks and accomplishments include:

- managing and growing the budget, presenting it to the Board;
- leading improvements such as new flooring and three new freezers in 2015;
- speak to groups such as businesses, schools, Rotary Clubs, and Church groups;
- meet with donors, apply for an average of \$10,000 grants annually;
- write & design annual report, brochures and social media updates.

Through these efforts, our agency increased community awareness, established stronger relationships with donors, raising donations by 11% in 2012-2014 while meeting a steady increase demand for our services.

Paychex, Inc.  
Rochester, NY  
2005-2009  
**Learning Technologies Designer, Paychex Training Center**  
- Creation of online Training modules and E-Learning courses for employees;  
- Utilization of Adobe Photoshop, Captivate, InDesign and MS Office Suite;  
- Design and creation of product simulation modules for client training;  
- Working with subject matter experts, making presentations to management.

Neerland Design  
Mullica Hill, NJ  
& Rochester, NY  
1996 – 2005  
**Marketing Communications Designer, Freelance**  
In this role, I worked for several notable companies and organizations such as:  
- The Brandywine River Museum: Creation of three websites, logos, updating;  
- Kinetix: Design of full-color product brochures for optical lens company;  
- Oki Business Documentation: Illustration and layout of technical manuals.

**REFERENCES**  
- Mrs. Christine DeLucia, Chairwoman, Pittsford Food Cupboard 585-678-4500  
- Mr. Bill Legg, Board Member, Volunteer, Pittsford Food Cupboard 585-500-0041  
- Sally Stapely, American Red Cross, Rochester, NY 585-586-4273