

## **Christle Rawlins-Jackson**

71 Windsor Street, Lower Roxbury MA 02120

Mobile Phone: 617-401-1325

Home Phone: 617-442-1464

E-mail: christlerawlins@hotmail.com

## **EMPLOYMENT HISTORY**

### **Proprietor 2010-2013**

*Jacra Design - Boston, Massachusetts/Accra, Ghana*

- Create client based advertising/marketing campaigns
- Develop product driven brand identification
- Consult with clients for appropriate advertising methods and product packaging
- Create self-published publications for print and electronic media

### **Director of Communications 2008-2010**

*African University College of Communications - Adabraka, Accra, Ghana*

- Developed brand identification through support materials and by promoting logo identification
- Created advertising/marketing campaigns to bring awareness of university and also to increase student population through signage, print, radio, web, and television
- Responsible for general communications internal and external; organization of press and appropriate invitations, generation of sponsorships as well as hiring outside vendors
- Responsible for event planning; graduation, visiting lecturers; space rental for outside programs
- Generated, supported and produced internal publications by lecturers and staff
- Responsible for giving direction to university website; updating information; and maintaining brand identity
- Advised production and layout for student produce newspaper

### **Art Director/Associate Director of Communications 2001-2008**

*The Governor's Academy - Byfield, Massachusetts*

- Collaborated with the Development, Admissions, and the Director of Communications to create all promotional and marketing materials such as brochures, calendars, web ads, and a tri-annual alumni magazine, social media
- Establish, manage and maintain school identity throughout all supporting materials including school website
- Responsible for pre-press and post-production of all print related materials
- Documented school events as well as hired and worked with outside vendors
- Production advisor for student produced newspaper; taught layout, graphic design, QuarkXpress, and PhotoShop
- Assisted with the establishment of the school archive along with cataloguing and preservation of artifacts

### **Design Director 1999-2000**

*Corporate Headquarters - Community Newspaper Company - Needham, Massachusetts*

- Conceptualized and created components for advertising/promotional campaigns for over 100 newspapers in 11 regional offices within budget
- Directed four designers in implementation of promotional initiatives and materials such as: brochures, direct mail, honor boxes, web pages, electronic banners and tiles, exhibition booths, ballot boxes, signage, etc.

### **Promotions Designer 1997-1999**

*Corporate Headquarters - Community Newspaper Company - Needham, Massachusetts*

- Worked with the promotions/marketing staff to create ads and support material to sustain campaigns
- Designed direct mail, brochures, wraps, subscription cards; designed logos for promotional items and packaging; created electronic banners and web pages
- Designed exhibition booth and assisted in set-up for trade shows and expos
- Managed promotional initiatives

### **Creative Services Manager 1995-1997**

*Community Newspaper Company - Needham, Massachusetts*

- Managed three shifts consisting of a staff of 12 designers
- Supported the advertising department with specs, gangs, presentations, brochures, signs and promotional materials
- Trained staff on new and updated software
- Maintained computer equipment

### **Graphic Artist 1992-1995**

*Harte-Hanks Community Newspapers ~ Waltham, Massachusetts*

- Created specs and collateral materials for sales department
- Collaborated with the publisher to create PowerPoint presentations and support materials

### **Layout Artist 1987-1992**

*MetroWest Daily News - Framingham, Massachusetts*

- Responsible for building ads, creating specs, and accompanying sales reps on client visits
- Transitioned from layout and paste up to computer generated ads and specs
- Created an electronic database for art and logos

## **COMPUTER SKILLS AND KNOWLEDGE**

Proficient in:

Mac and PC platforms

QuarkXpress, Creative Suite, Content Manager, Social Media

Knowledgeable in:

Microsoft Word, Microsoft PowerPoint,

Microsoft Excel, HTML, CorelDraw

## **EDUCATION**

1985 BFA in Design, Fashion Illustration/Art History  
University of Massachusetts, Dartmouth  
North Dartmouth, Massachusetts

## **ART EXHIBITIONS**

Strand Theatre Gallery – Boston, MA – 2011-2012  
City Hall, The Mayor’s Art Gallery – Boston, MA – 2006  
Gallery at the Piano Factory – Boston, MA – 2005  
The Governor’s Academy – Byfield, MA – 2003/2004/2006  
The Natural History Museum of Los Angeles County - Los Angeles, CA – 2001  
The Gibbs Museum of Art – Los Angeles, CA – 2000  
Buffalo Museum of Science – Buffalo, NY – 2000  
AAMARP Gallery – Northeastern - Boston, MA – 1999  
Arlington Center For The Arts – Arlington, MA – 1998  
The TSESTE Gallery – Providence, RI - 1996/1997  
Museum of the National Center of Afro American Art – Boston, MA – 1993  
Cambridge Multicultural Center – Cambridge, MA - 1993  
Massachusetts College of Art – Boston, MA - 1993  
Carney Cullen Library – Harlem, NY - 1992  
New England School of Art and Design – Boston, MA - 1991  
Main Street Gallery – Ashland, MA - 1991

## **POETRY PERFORMANCES**

Pollard Middle School – Needham, MA – 2005  
St. Francis House – Boston, MA – 2004  
Framingham State College – Framingham, MA – 2003  
Roxbury Community College – Roxbury, MA – 2002/2003  
National Parks Service – Boston, MA - 2002  
Ogunieke Galleria – Boston, MA - 1999  
National Theater – Accra, Ghana, West Africa - 2001  
Champion Charter School – Brockton, MA - 2001

## **AFFILIATIONS**

Member of United Neighbors of Lower Roxbury  
Affiliate Artist of the African American Artist In Residency Program (AAMARP)  
Northeastern University  
Member of the Southend/Lower Roxbury Landtrust  
Board member of Boston - Sekondi/Takoradi Sister City Association (BOSETA)  
Former board Member of the United South End Settlement House

## **CLIENTS**

Anti-Vivisection Society  
New Bedford Community Connections Coalition  
Agoro Bitters  
Don West Photography  
The Governor’s Academy

## **OTHER INTEREST**

Author of “Well Seasoned Sisters Cookbook” published in 2011  
Member of Sisters in Stitches Joined by the Cloth (quilting)  
Member of Creating It Through Productions (performance)