

SUSANNA BLANTON

6946 MacGregor Ct.
Columbus, Ohio 43085
740.988.8032
susanna.blanton@gmail.com
www.susannablanton.com

PROFESSIONAL SUMMARY

Creative communications and design professional with 20+ years of experience developing brand identities, marketing campaigns, publications, digital content, and multimedia communications for government, nonprofit, and community organizations. Skilled in visual storytelling, strategic communications, public outreach, project management, and cross-functional collaboration. Proven ability to translate complex information into engaging content that drives public awareness and engagement.

PROFESSIONAL EXPERIENCE

Ohio Department of Commerce

Visual Design Program Administrator | 2023–Present

- Lead visual design strategy and brand stewardship for statewide communications across print, digital, video, and social media platforms.
- Served as lead designer for the agency's "Heart of It All" rebrand, creating signage, marketing collateral, and internal communications supporting nearly 900 employees.
- Designed and launched an interactive Ohio State Fair exhibit that generated record attendance and engagement.
- Produce award-winning annual reports and marketing assets supporting nine agency divisions.
- Partner with communications and outreach teams to create accessible, audience-focused content informed by analytics and user feedback.

City of Grandview Heights Parks & Recreation

Communications Specialist | 2022–2023

- Managed department-wide print and digital communications.
- Developed social media content and marketing campaigns promoting programs, events, and community initiatives.
- Served as lead photographer for major city events and maintained a comprehensive photo archive.
- Established branding standards and maintained department website content.
- Contributed to strategic planning and community engagement initiatives through Cross-department planning team

City of Worthington Parks & Recreation

Communications Specialist | 2015–2022

- Directed integrated marketing and communications efforts across digital, print, video, and social media channels.
- Produced quarterly program guides, promotional campaigns, photography, and videography supporting community programs and events.
- Established consistent branding standards across all department communications and facilities.
- Utilized audience feedback, surveys, and analytics to improve engagement and communication effectiveness.
- Recruited, trained, and supervised volunteers for city-wide events.

Scioto Ridge United Methodist Church
Director of Communications | 2011–2015

- Directed organizational branding and communications across web, social media, print, video, and email platforms.
- Produced multimedia content and led creative direction for outreach campaigns and promotional materials.
- Managed website content, newsletters, photography, and weekly video/audio programming.
- Supervised staff and volunteers while contributing to strategic planning, survey initiatives, and volunteer recruitment.

Southern Hills Arts Council
Board Member, Program Coordinator & Instructor | 2000–2018

- Served on the Board of Directors during a multi-million-dollar renovation of a historic arts center.
- Led marketing, public relations, fundraising, and community outreach initiatives.
- Developed newsletters, direct-mail campaigns, youth arts programming, and special events.
- Represented the organization with media, community partners, and the Ohio Arts Council.

Susanna Blanton Design
Freelance Designer | 2004–2011

- Developed brand identities, marketing materials, and print communications for nonprofit, educational, and commercial clients.
- Collaborated with clients on messaging, audience strategy, and outreach planning.
- Managed vendor relationships and print production to maximize quality and cost efficiency.

  Selected Clients: Eastern Kentucky University, Southern Hills Arts Council, Communications Counsel, Inc., Sunrise Yoga

Zip Systems
Design & Production Specialist | 2000–2004

- Designed logos, brochures, signage, vehicle graphics, billboards, promotional products, and websites.
- Managed client projects from concept through production and delivery.
- Provided copywriting, photography, print production, and trade show support while supervising office operations.

  Selected Clients: Holzer Medical Center, Holzer Clinic, University of Rio Grande, Ohio Precious Metals

---

EDUCATION

Kent State University
Bachelor of Fine Arts (BFA), Visual Communication Design

TECHNICAL SKILLS

- Adobe Creative Cloud *(InDesign, Illustrator, Photoshop, Express, Premiere Pro)*
- Microsoft Office Suite
- Social Media & Digital Marketing
- Website Content Management
- Email Marketing Platforms
- Video & Audio Production
- Photography & Photo Editing
- Survey & Analytics Tools
- Kronos Timekeeping