



SUSANNA BLANTON

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EDUCATION

BFA Kent State University
Visual Communication Design

TECHNICAL

Adobe Creative Suites
Microsoft Office
Email Newsletter Software
Video & Audio Editing
Survey Software
ActiveNet
Kronos Timekeeping

OBJECTIVE

To utilize my skills in visual design, strategic communication, marketing and outreach initiatives to contribute to the creative direction of an organization that works to enrich the lives of the people it serves.

RELEVANT EXPERIENCE

2023 to Current: Visual Design Program Administrator • *Ohio Department of Commerce*

Lead visual design initiatives to enhance departmental communications, branding, and public engagement. Develop and implement innovative design solutions across digital and print media, ensuring alignment with agency messaging and accessibility standards. Collaborate with communications, outreach, and program teams to craft compelling visual narratives that support community engagement and service awareness.

Translate complex concepts into clear, engaging visuals tailored to

diverse audiences, while managing multiple projects and balancing strategic goals with creative execution. Use data-driven insights and user feedback to evaluate design impact and guide continuous improvement.

Served as the graphic designer for the Ohio Department of Commerce during a statewide “Heart of It All” rebrand, produced internal and external print and digital assets, signage for three locations, and various communication materials for nearly 1,000 employees.

Designed a new interactive booth experience and led the department’s presence at the Ohio State Fair, resulting in unprecedented foot traffic and engagement. Created award-winning annual reports and partnered with public information officers and outreach coordinators to produce timely, creative social media graphics, animations, and videos for nine divisions across multiple platforms.

2022 to 2023: Communications Specialist • *City of Grandview Heights Parks and Recreation*

Oversaw print and digital communication, including a quarterly 32-page activity brochure. Created content for the City of Grandview’s social media channels. Managed a photo library of yearly programming and

parks. Served as event photographer for events such as Tour de Grandview, Holiday in the Heights, Tri the Heights, and Memorial Day events. Participated on the visioning team to develop future programming and

events. Maintained the Parks and Recreation pages on the City’s website. Developed strategies for consistent department-wide branding.

2015 to 2022: Communications Specialist • *City of Worthington Parks and Recreation*

Conceived, designed, and produced promotional communications across digital, print, video, and social media. Created and maintained the City of Worthington Parks and Recreation’s presence on its website as well as across multiple social platforms. Captured and edited photos and videos for outreach and promotional use. Collaborated with

staff to develop effective messaging for community engagement and member education. Designed and distributed a quarterly program guide. Produced materials and attended special events to document and support future communications. Ensured consistent branding across media, print, and physical locations. Served on city-wide social media

communications team. Maintained a digital archive of photos and videos for the Parks and Recreation Department. Evaluated communication effectiveness using surveys and analytics. Monitored emerging technologies for potential outreach use. Supervised and recruited volunteers.

2011 to 2015: Director of Communications • *Scioto Ridge United Methodist Church, Hilliard, Ohio*

Led identity development and brand maintenance, website maintenance, digital photography and photo editing, writing and designing weekly electronic newsletters, maintaining a social media presence, and designing weekly printed materials. Developed

and produced weekly video and audio segments to communicate messages on behalf of various organizational groups. Collaborated with staff and volunteers to plan and execute visual and audio communication strategies. Art directed

outreach videos and print promotions. Supervised teams of paid staff and volunteers. Attended weekly planning meetings, served on the visioning team, conducted surveys, and recruited volunteers.

2000 to 2018: Board Member, Program Coordinator, Instructor • *Southern Hills Arts Council*

Served on the Board of Directors for 18 years during a multi-million dollar renovation of an Art Deco multicultural arts center. Acted as a community spokesperson through print, video, and live television outreach. Supervised and recruited instructors and performers, and contributed

to the creative direction of the 15-year renovation by collaborating with architects, local artists, sound engineers, and lighting professionals. Organized and marketed annual fundraising events. Designed, wrote copy for, and oversaw production of a quarterly newsletter, as well as

produced and art directed direct mail campaigns. Initiated a week long youth art camp program including a community mural project. Served as representative to the Ohio Arts Council.

2004 to 2011: Freelance Designer • *Susanna Blanton Design*

Designed and delivered production-ready, goal-oriented print media tailored to client needs. Participated in brand and identity development, meeting with client representatives to define messaging,

target audiences, and strategic outreach plans. Built and maintained relationships with vendors and printers, applying cost-effective strategies to maximize impact while minimizing expenses.

Partial Client List:
Southern Hills Arts Council
Eastern Kentucky University
Communications Counsel, Inc.
Sunrise Yoga
Scioto Ridge United Methodist

2000-2004: Design & Production • *Zip Systems*

Designed a wide range of visual materials including logos, business cards, brochures, booklets, promotional items (e.g., t-shirts, pens, badges, magnets), sports programs, signage, vehicle graphics, billboards, and websites. In addition to design work, supervised office staff and managed client communications from initial consultation to final

delivery. Estimated project costs and timelines, oversaw print production, and represented the company at trade shows. Provided photography and copy writing services, operated small and large format printers, applied vinyl graphics and lettering, and handled lamination, t-shirt pressing, folding, cutting, and general office equipment.

Partial Client List:
Holzer Medical Center
Holzer Clinic
University of Rio Grande
Ohio Precious Metals
Appalachia Realty
H & H Retreading
American Warehouse & Logistics
Heartland Nursing Home