

Pamela Maiato

GRAPHIC DESIGNER

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

Graphic designer with 10+ years of experience designing visual identities and branding solutions—print and digital—for mid- to large-tier non-profits with revenue between \$2 million and \$50 million, private education with endowments of \$100 million, financial services sector, and personalized solutions for select clients. Projects include visual identity, branding, logo design, annual reports, brochures, marketing campaigns, non-profit fundraising, presentations, email blasts, social media, animations, and digital assets.

SELECTED EXPERIENCE

ART RESOURCE COLLABORATIVE FOR KIDS (ARCK) | BOSTON, MA 02108

Marketing & Communications Manager: October 2024 to February 2025

(non-profit lost funding so my position was eliminated)

ARCK is an educational non-profit committed to fostering creative learning with a comprehensive approach that nurtures both emotional and academic development for grades K-8 in under-resourced Boston Public Schools.

Role:

- Collaborated in the development and execution of ARCK's marketing strategy to align with organizational goals—email newsletters, fundraising promotions, program marketing ensuring consistency in ARCK's brand voice, style, and messaging.
- Designed and executed email marketing campaigns in Constant Contact to promote ARCK events and fundraising initiatives—ARCK's quarterly newsletter, year-end appeal, ARCKfest, Creative Catalyst program and holiday outreach.
- Maintained a comprehensive marketing and communications content calendar while analyzing marketing data to track the effectiveness of campaigns and make strategic recommendations.
- Managed ARCK's Squarespace website monthly—content editing, creation of new pages, homepage pop-ups, and optimizing navigation for a seamless user experience.
- Supported the planning and promotion of ARCK's events, including the Annual Gala—strategic event planning, promotional marketing, event setup, and on-site participation.

Tools:

- InDesign, Photoshop, Illustrator, Adobe Express, Canva, Trello, Squarespace, Constant Contact, Slack, ChatGPT, Google Docs

COMMUNICATION VIA DESIGN | BOSTON, MA 02210

Graphic Designer: June 2021 to present

Communication via Design is a full-service marketing firm dedicated to developing brand strategies and communications for non-profits and social enterprise organizations.

Role:

- Creates visual identities and brand aesthetics for print and digital media. Projects include logo design, annual reports, branded campaigns, non-profit marketing, visual identity, branding solutions, animations, Powerpoint presentations, presentation decks, and social media assets.
- Maintains social media presence across Facebook, Instagram, LinkedIn, Twitter, and Threads, utilizing strategic digital marketing techniques that align with the organization's mission and vision. Creates and executes email campaigns to nurture leads, drive audience engagement, and enhance brand awareness, fostering meaningful connections with the target audience.

Achievements:

- Played a pivotal role in conceptualizing and implementing a brand identity strategy for Communication via Design's 30th anniversary, including a custom logo and modular pattern, used across social media, an email campaign, a website banner, and social profiles.

After the campaign launch, LinkedIn impressions increased by 30% for anniversary posts and the company gained 10% more LinkedIn followers.

- Collaborated on the logo identity solution for Soccer Unity Project which benefited the newly consolidated non-profit restructure in establishing a unified brand presence across their website, social media, and marketing channels.

Out of multiple rounds of design concepts presented to the client, mine was chosen to be refined into the final logo identity. The new identity helped the organization advocate for their youth soccer initiatives as well as signature events Boston Unity Cup and Unity Ball.

Tools:

- InDesign, Photoshop, Illustrator, After Effects, Adobe Express, Adobe XD, Powerpoint, Google Docs, Google Slides, Function Fox, Excel, LinkTree, Hootsuite, Mailchimp, ChatGPT

THE FLETCHER SCHOOL AT TUFTS UNIVERSITY | MEDFORD, MA 02155

Contract Graphic Designer: August 2022 to present

The Fletcher School of Law and Diplomacy is the graduate school of international affairs of Tufts University.

Role:

- Designs digital and print assets—email headers, event monitor graphics, social media, animations, website graphics, Eventbrite announcements, print programs, journal publications, and retractable banners—to promote events including Convocation, Alumni Weekend, Reunion, and Commencement.

Achievements:

- Led the design process for the Fletcher Security Review, a student-run print and online journal. Revamped the comprehensive 100-page publication setting timelines, project managing, and guiding editors on the adherence to editing standards and printing procedures. Managed photo selection and attribution. Produced print-ready files, and updated their online CMS WIX version.

Due to my leadership, the publication was delivered on time with a print run of 500 copies. A meticulous review and correction of errors before printing resulted in savings on printer fees and avoided unnecessary rounds of proofs.

Tools:

- InDesign, Photoshop, Illustrator, After Effects, Monday.com, BOX, WIX, Google Docs, Powerpoint

WINIKUR PRODUCTION | BOSTON, MA 02127

Graphic Designer: January 2023 to October 2023

Winikur Productions is a full-service media production company rooted in documentary filmmaking.

Role:

- Created marketing collateral including business cards, posters, project pull sheets, Powerpoint presentations, trade show conference assets, a self-published promo book, UI concepts based on existing wireframes, and custom RFP proposals.
- Managed social media presence on Instagram and LinkedIn—content creation, writing, and Mailchimp email marketing.
- Researched and developed promotional trade show assets for Winikur's booth at the American Alliance of Museums (AAM) annual conference in Denver—LED neon sign of Winikur's logo and retro viewer showcasing Winikur projects.

Achievements:

- The retro viewer and Winikur logo neon signage effectively attracted visitors to Winikur's booth at AAM.

My effort allowed Winikur to establish valuable connections during the AAM event with an increase of 20% more visitors than last year.

Tools:

- InDesign, Photoshop, Illustrator, Google Docs, Powerpoint, Jukebox Print

BLACK HISTORY IN ACTION (BHAC) | CAMBRIDGE, MA 02139

Freelance Graphic Designer: April 2022 to March 2024

BHAC is a non-profit dedicated to reinvesting in Cambridgeport's Black heritage using St. Augustine's Parish as a hub for community.

Role:

- Developed concept and design for the BHAC logo in collaboration with the organizational team's vision and mission.
- Created and established brand guidelines to form BHAC's visual identity. Mentored BHAC on how to implement their brand with clear rules for logo usage, color palette, font families, and image style.
- Designed stationery, fundraising brochure, and branded email templates to assist BHAC in launching its marketing and donation platform.
- Guided BHAC through a Bloomerang CRM tutorial, focused on crafting email blasts using branded templates to empower them to develop email marketing independently as needed.

Achievements:

- The identity was essential in helping BHAC develop the means to establish a distinct online presence and brand identity.

The fundraising brochure helped BHAC secure the \$100,000 needed to complete St. Augustine's exterior restoration and accessibility plan. My contribution established BHAC's first visual identity, enabling the launch of a website, social media, and email marketing to amplify its mission.

Tools:

- InDesign, Photoshop, Illustrator, Bloomerang, Vistaprint

EDUCATION

Communication Design Certificate, Massachusetts College of Art, December 2021

BFA Illustration, Massachusetts College of Art

SKILLS

Design—visual identity, branding, print design, logo design, proposals, presentations, prototyping, wireframes, social media strategy, email marketing, collaborating, design thinking

Soft skills—time management, self-motivated, deadline-conscious, project management, attention to detail, manages multiple projects, embraces feedback, adaptable, empathetic listener