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# MERIDITH RYAN OSIFCHIN

## SAY HELLO

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[www.meridithryan.com](http://www.meridithryan.com)

## EDUCATION

- Drexel University  
Antoinette Westphal College of  
Media Arts and Design  
B.S. Graphic Design, 2006
- 3.6 GPA
- Cum Laude graduate

## SKILLS

- Mac & PC Platforms
- Adobe CC
- Constant Contact/Act-On
- Wordpress CMS
- HTML
- Microsoft Office
- Film and Digital Photography
- Screenprint

## ACHIEVEMENTS

- 2009: ASBPE National Gold Award;  
ASBPE Regional (Northeast)  
Silver Award
- 2008: ASHPE Silver Award;  
ASBPE Regional (Northeast)  
Silver Award

## VOLUNTEER WORK

- Woodstock Farm Sanctuary
- Australian Cattle Dog  
Rescue Association
- Francisvale Home for Smaller Animals
- International Coastal Cleanup
- Shofuso Japanese House & Garden

## EXPERIENCE

ART DIRECTOR & PHOTOGRAPHER | MERIDITH RYAN OSIFCHIN  
JUNE 2006 - PRESENT + PHILADELPHIA, PA

- Develop creative logos, brand identities, and marketing materials
- Create customized invitation suites for special events; manage print direction and cost
- Design, update and maintain websites, social media accounts, and e-commerce shops
- Style and photograph lifestyle shoots: process, retouch and deliver images

SENIOR GRAPHIC DESIGNER | FOX REHABILITATION  
AUGUST 2014 - PRESENT + CHERRY HILL, NJ

- Design of print and digital marketing campaigns, including flyers, brochures, newsletters, direct mail, e-mail, and both static and motion graphics for social media
- Corporate website CMS maintenance and content creation; weekly publication of blog articles and podcasts, quarterly organization and production of recorded webinars
- Creation and maintenance of careers microsite hosted on Phenom CRM platform
- Management of online e-commerce shop; product selection and design, cost analysis, and direction of promotional marketing to drive sales and increase revenue
- Communication of project direction to both internal and external contacts including creative submissions, revisions and approvals
- Oversaw job trafficking, project assignment, and scheduling for a team of five
- Introduced online ticketing, tracking, and project management software to the department, which digitized requests from clients and facilitated the organization of all digital assets
- Overhauled brand photography aesthetic used across all marketing collateral; worked as the sole photographer documenting therapy sessions; ensured team members met brand standards as the department grew

GRAPHIC DESIGNER | HEALTH ADVOCATE  
JULY 2010 - AUGUST 2014 + PLYMOUTH MEETING, PA

- Created and ensured on-time delivery of three monthly member print and digital newsletters
- Prepared files for translation; performed quality control of translated documents
- Branded internal campaigns and special events
- Designed and updated B2B and consumer materials and sales tools
- Ensured documents were created following print procedures; finalized files, reviewed proofs
- Operated plotter and utilized various banner-weight papers and vinyl for internal signage

GRAPHIC DESIGNER | VALLEY FORGE PUBLISHING GROUP  
NOVEMBER 2006 - JUNE 2010 + NORRISTOWN, PA

- Designed editorial cover stories and articles, and created templates for a bi-weekly magazine
- Researched stock photography; retouched and manipulated images
- Managed online editorial content updated bi-weekly; promoted the brand on social networks
- Collaborated with art director, editor, and publisher to redesign and optimize website
- Coordinated layout of classified pages, designed ads; performed pre-press functions
- Researched and designed effective e-mail marketing templates which generated ad sales

GRAPHIC DESIGN ASSISTANT | THE FRANKLIN INSTITUTE  
SEPTEMBER 2004 - MARCH 2005 + PHILADELPHIA, PA

- Designed print material, including logos, newsletters, brochures, and advertisements
- Operated vinyl cutter to create promotional signage used on-site
- Assisted in the installation of a redesigned building-wide wayfinding system

COMPUTER LAB ASSISTANT  
DREXEL UNIVERSITY DESIGN & IMAGING STUDIOS  
JANUARY 2004 - MARCH 2006 + PHILADELPHIA, PA

- Provided students with technical support for design programs and large format printers
- Utilized iCal scheduling for equipment requests; completed monetary transactions