



Dawn Dais

DESIGNER | WRITER | CREATIVE

• **Email address:** dawn@dawndais.com • **Web:** www.dawndaisdesigns.com

Profile

Experienced and versatile graphic designer and writer with a 20-year track record of creating engaging, visually striking designs and compelling content. Skilled in Adobe Creative Suite, expertly employing typography and layout to produce eye-catching graphics. Known for understanding client needs and delivering high-quality designs under tight deadlines. Outstanding in working with diverse teams to produce winning marketing materials and persuasive written content.

Skills



Work experience

08/2002 – present

Owner Dawn Dais Designs

- Established and managed an independent business, overseeing marketing, production, and distribution processes.
- Demonstrated exceptional skill in delivering top-notch services to freelance clients.
- Developed and implemented successful marketing strategies to maximize brand visibility.
- Ensured efficient production and timely delivery of products and services.
- Maintained strong client relationships, consistently meeting and exceeding expectations.
- Effectively managed multiple projects simultaneously, effectively prioritizing tasks and meeting deadlines.
- Demonstrated exceptional organizational and leadership abilities throughout all business operations.

12/2017 – present
Burlingame, CA

Graphic Designer The Peninsula Humane Society

- Executed comprehensive Graphic Design services for a prominent Bay Area nonprofit organization dedicated to animal welfare.
- Spearheaded a diverse range of projects, including the creation of the quarterly magazine PawPrint, event logos, promotional flyers, donor communications, website graphics, and fulfilling daily design requirements for the organization's vast staff.
- Produced visually captivating designs that effectively communicated the organization's mission and enhanced brand awareness.
- Collaborated closely with cross-functional teams and stakeholders to ensure the successful delivery of design projects within deadlines.
- Applied artistic expertise and industry knowledge to continuously improve the organization's visual identity and maintain a consistent and professional brand image.



Work experience

06/2019 – present
Sacramento, CA

Graphic Designer / Content Creator **Capitol Tech Solutions**

- Assisted and guided all creative endeavors for CTS, ensuring exceptional results.
- Oversaw website design, logo design, and the production of written and graphic design content, effectively contributing to the success of CTS clients.
- Assessed, organized, and compiled responses to Requests for Proposals (RFPs) to acquire new projects for the company. This included generating content, collaborating with team members, and designing graphics for a polished presentation.
- Formulated and executed comprehensive social media graphics and strategy for clients, enhancing brand visibility and engagement.

04/2007 – present

Author **Dawn Dais**

- Achieved bestselling author status through the publication of eight highly acclaimed books, exemplified by titles such as The NonRunner's Marathon Training Guide and The Sh!t No One Tells You Humor Series.
- Captivated readers worldwide with engaging storytelling and thought-provoking content, resulting in widespread recognition and acclaim.
- Spearheaded the creation and execution of innovative marketing strategies, effectively promoting books and maximizing their visibility in a competitive literary landscape.
- Collaborated with editors, agents, and publishing houses to ensure high-quality publications, achieving meticulous attention to detail and adherence to publishing industry standards.

07/2007 – 06/2009
Sacramento, CA

Marketing Manager **California Apartment Association**

- Developed and executed comprehensive marketing strategies for a statewide organization, overseeing all marketing materials production.
- Authored engaging copy, designed captivating layouts, and managed the printing process for the organization's bi-monthly newsletter distributed to 18,000 association members.
- Diversified skillset by providing freelance graphic design services to the association, taking charge of event design, member communication, and political mail initiatives.

09/2003 – 06/2013
Sacramento, CA

Art Director **Capitol Campaigns**

- Developed compelling copy and executed extensive direct mail campaigns, leveraging diverse datasets to effectively reach targeted voters and community members.
- Demonstrated exceptional creativity by conceptualizing, designing, and arranging visually appealing mail pieces for political candidates and associations.

06/2018 – present
Roseville, CA

Founder **Throwing Starfish Foundation**

- Established and led a non-profit organization dedicated to assisting the most vulnerable populations within our community.
- Initiated and oversaw various impactful projects aimed at supporting the homeless, foster children and teenagers, animals, and individuals affected by the devastating Camp Fire.
- Developed and implemented strategies to effectively address the unique needs and challenges faced by each target population.
- Website: www.throwingstarfish.org