



/\* Susan H. Cantrell \*/

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### Career Objective:

Effective communication systems merge comprehensive assessment, thoughtful design, and impactful strategies to connect disparate relationships and compel action. I strive to implement these systems within organizations that are both sensitive and complex in their nature and structure.

### Education:

**Harvard University Extension School** | Candidate, Master of Liberal Arts, Digital Media Design 09/2015-current  
**Louisiana State University** | Bachelor of Fine Arts, with an emphasis on Graphic Design 1997-2002

### Certifications:

**Certified ScrumMaster®** | ScrumAlliance, July 2020 | Relevant Skill: Performing Scrum Ceremonies Expires: July 2022

### Work Experience:

**Executive Office of Health and Human Services (EOHHS), Information Technology** | 09/2016-current  
*Quincy, Massachusetts | IT Communications Director*

- Provide communication systems for the Information Technology (IT) division within the EOHHS Secretariat:
  - Project Lead for proof of concept of Secretariat's intranet presence using Drupal content management system (CMS)
    - Assessed and organized website content by:
      - Creating an information architecture
      - Creating a wireframe
      - Writing all content
    - Worked with IT Web Team to customize content needs through configuring CMS:
      - Research and implemented customized features and functionality
      - Customized user and administrative interface using CSS
    - Worked with Server Engineers to ensure:
      - Optimal server environment (LAMP stack) and infrastructure per CMS specifications
      - Server infrastructure would support multi-web presence, continuous integration, and scalability
  - Initiated quarterly all-staff meetings providing the EOHHS-IT staff a team-building event and continued education on the organization's structure, efforts, and status.
    - Provided state-wide meeting accessibility to EOHHS-IT staff by incorporating web-conferencing tools
    - Provided guidance of the meeting's agenda and content, in collaboration with the EOHHS-IT leadership
    - Provided layout formatting of all meeting presentation materials
    - Moderated the audio, video, and web-conferencing technologies during meeting
    - Composed, conducted, and assessed meeting surveys to obtain EOHHS-IT staff feedback of meeting
    - Coordinated meeting setup
  - Differentiated interoffice and Secretariat-wide email messaging through developing brand identity systems
    - Initiated email communications of monthly security updates and recognition of observed holidays
    - Wrote original email messaging content and reviewed contributed email messaging content
  - Implemented a state-of-the-art in-house audio/visual and web-conferencing system at the Quincy, Mass. branch by providing technology recommendation and implementation supervision, in collaboration with EOHHS-IT Unified Communications
  - Determined an EOHHS-IT customer service brand identity, in collaboration with EOHHS-IT Service Delivery
    - Lead the effort to develop a singular customer service title
    - Lead the effort to reveal and convert instances where the customer service title was inconsistent
    - Differentiate types of Secretariat-wide customer service announcements made by developing an email branding identity



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- Created a team-building medium to educate EOHHS-IT staff on the organization's structure, efforts, and status by developing a quarterly internal newsletter
- Promote staff recognition and team-building by initiating the "Team Member of the Quarter" recognition
- Provided assessment of software user interface designs used in projects by offering guidance of communications best practices
- Provided general graphic design services of printed and digitally distributed materials

### **Louisiana State Employees' Retirement System (LASERS) | 09/2010-09/2014**

*Baton Rouge, Louisiana | Multimedia Specialist*

- Compelled Executive Staff to take measured risks to further develop existing communications outreach by:
  - Reintroducing strategies by identifying current omnichannel sources, roles, strengths, risks, and filters
  - Provided a brand identity to existing omnichannel sources by applying consistent visual designs
  - Developed a mobile website presence, saving agency \$2,000 from an existing vendor's quote
  - Integrated an email database that was underutilized with Constant Contact, developing an opt-in email subscription service
    - I was the liaison with our IT department to code a program to keep sensitive personal information secure for daily automated updates from the agency's local database server to Constant Contact.
  - Implemented GoToMeeting webinar capabilities, creating higher attendance of agency-based events
  - Established an in-house video and podcast production studio:
    - Directed and filmed productions on- and off-site
    - Prepared sets (props, camera, lighting, sound, and teleprompter)
    - Productions included scripted vignettes, b-roll footage, and live events
    - Made post-production edits
    - Published to YouTube and Apple iTunes
  - Maintained the official website with revisions of existing pages and addition of customized pages using a CMS
  - Redesigned the Employee Intranet's user interface design and information architecture
  - Incorporated an internal staff text messaging system for emergency preparedness situations by implementing CallFire
- Provided leadership to fellow work associates and created a more efficient and productive workplace by:
  - Researched, trained, and mentored work associates with new communication technologies and its processes
  - Trained and supervised student interns in all aspects of graphic design services
  - Streamlined the Public Information Division's workflow by consolidating and designating the in-house printing services to one personnel
  - Initiated the conversion of print-only web documents to online forms that can be completed and submitted digitally
  - Provided general graphic design services of printed and digitally distributed materials

### **An-Art-Design, LLC | Full Graphic Design Services | 07/2003-09/2010**

*Atlanta, Georgia - New Orleans, Louisiana - Baton Rouge, Louisiana | Sole Proprietor/Designer*

Developed marketing campaign design concepts.

Designed print collateral:

- Annual reports
- Newsletters
- Brochures
- Direct mail pieces
- Folders
- Billboards
- Books
- Menus
- Booklets
- Stationery sets

Developed and maintained websites

- Designed information architecture
- Designed interface concepts

Developed branding strategies:

- Branding identity
- Brand marks



Coordinated printing production:

- Provided all printing specifications to print bureaus
- Obtained cost estimates and production timelines
- Prepared press-ready digital files
- Produced projects using 4-color and spot color printing processes
- Utilized the Pantone Matching System
- Utilized FTP clients to transfer digital files to print bureaus

**Louisiana Department of Labor | 11/2001-06/2003**

*Baton Rouge, Louisiana | Marketing Specialist 3/Grant Coordinator*

As the Grant Coordinator of a \$600K federally funded grant, the objectives were to define a pilot program that would create measurement tools to assess the quality of services and facility conditions of annex workforce development centers that could be utilized within any given state. Seven states and eight contractors located throughout the United States were involved in a consortium effort.

Responsibilities:

Responsibilities included full procurement processing, production of all necessary reports, mediating communications and consensus between participating states, mediating communications with contractors regarding all services acquired, and monitoring all work to be performed by contractors. These duties also required working directly with Grant Officers from the United States Department of Labor (USDOL), contracted project managers, and the Louisiana Secretary of Labor in maintaining consensus and awareness of the project's status.

Contributions:

The project was included in the United States Secretary of Labor's 2003 report briefs and was a presentation topic at USDOL's 2003 Innovations Conference held that July. The initial phase of the project concluded in July 2003 and the data retrieved was considered for application on a national scale.