



Dawn Dais

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

DESIGNER | WRITER | CREATIVE

Profile

Experienced and versatile graphic designer and writer with a 20-year track record of producing engaging, visually striking designs and compelling content, with an emphasis on project coordination. Proficient in Adobe Creative Suite and Microsoft Office, I expertly employ typography and layout to create impactful graphics. Known for adeptly understanding client needs and delivering high-quality designs and content within strict deadlines. I excel at collaborating with diverse teams to develop effective marketing materials and persuasive written content.

Skills

Adobe Creative Suite

Typography expertise

Proposal Writing/Design

Attention to Detail

Project Management

Leadership Skills

Deadline Oriented

Best-Selling Author

Work experience

08/2002 – present

Owner Dawn Dais Designs

- Established and managed an independent business, overseeing marketing, production, and billing processes.
- Demonstrated exceptional skill in delivering top-notch services to freelance clients, maintaining strong long-term client relationships, consistently meeting and exceeding expectations.
- Effectively managed multiple projects simultaneously, effectively prioritizing tasks and meeting deadlines.
- Client projects included marketing materials, proposal creation, direct mail, social media graphics, event design, and more.

06/2019 – present
Sacramento, CA

Proposal Coordinator / Content Creator / Graphic Designer Capitol Tech Solutions

- 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.
- Oversaw website design, logo design, and the production of written and graphic design content, effectively contributing to the success of CTS clients.
- Formulated and executed comprehensive social media graphics and strategy for clients, enhancing brand visibility and engagement.

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.
- Led the production of the quarterly magazine, Pawprint, which involved orchestrating collaboration and content contributions from multiple departments. Responsibilities included editing and creating captivating designs that enhanced and showcased the organization's good works.



Work experience

- Spearheaded a diverse range of projects, including donor proposals and communications, event logos, website graphics, and daily design requirements for the organization's vast staff.
- 04/2007 – present
- Author**
Dawn Dais
- Achieved bestselling author status through the publication of eight highly acclaimed books, including titles such as The NonRunner's Marathon Training Guide and The Sh!t No One Tells You Humor Series.
 - 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, designers, 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 / Operations Manager**
Throwing Starfish Foundation
- Established and led a non-profit organization dedicated to assisting the most vulnerable populations within our community.
 - Oversaw the creation and coordination of donation requests and grant proposals, assembling comprehensive responses to funding opportunities. This role involved crafting detailed proposals that highlighted the organization's achievements and future project plans, including meticulous budget and project information.
 - 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

view my portfolio at: www.dawndaisdesigns.com

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