

Janel Clement Grice

6403 Velleity Lane, Springfield, VA 22152
571-271-8335 • janelgrice@yahoo.com

★ expertise:

- Has proven strategic and technical ability as a Creative Director, resulting in dynamic marketing campaigns across traditional and interactive media
- Possesses excellent verbal, written, and visual communication skills
- Has 18 years of experience in the fields of media and creative and is well versed in the latest software and best practices for both print production and web development
- Produces clear and compelling marketing messages
- Articulates creative ideas and presents those ideas persuasively, to both clients and colleagues
- Manages multiple projects, delegates, and communicates effectively
- Utilizes diverse cross-functional teams to accomplish common goals
- Is comfortable and accomplished in both corporate and agency environments

★ experience:

- **Virilion (formerly Mindshare Interactive Campaigns)** [Interactive Agency – Washington, DC]
 - > Senior Art Director of interactive agency. Responsible for project management, supervision and mentoring of design staff, new project estimates, front-end web and email campaign design, and managing outside vendors. Assumed lead position in key accounts and was involved on a strategic level in this client-facing role.
- **Ingenix** [Healthcare Software & Publishing – Reston, VA]
 - > Managed creative services for internal marketing department including the design and development of direct mail collateral, book covers, CDs, and promotional materials. Assisted with the implementation of new corporate branding initiatives and new process development.
- **Kismia Creative** [Creative Agency – Ft. Worth, TX]
 - > Co-founder and Creative Director in agency specializing in branding, marketing collateral, presentation, e-news, and websites. Responsible for account management, supervision of creative staff, and coordinating sub-contractors and vendors. Developed high-quality print and web creative for a variety of external clients including nonprofits (local and national), universities, and corporations.
- **Accenture** [Consulting Firm – Dallas, TX & Reston, VA]
 - > Produced high-end proposals and presentations for major contract efforts such as Defense Logistics Agency, U.S. Customs, and NASA. Created brochures and multimedia marketing pieces for Accenture's Government Market Unit, Ideas Exchange, and university recruiting efforts. Led design and oversaw production of websites, including the Accenture and MIT Digital Government Awards.
- **SAIC (Science Applications International Corporation)** [Consulting Firm – Hampton, VA]
 - > Led design efforts on a major, presentation-based proposal for NASA's Atmospheric Science Research project.
- **National Education Association** [National Nonprofit – Washington, DC]
 - > Produced segments for the TECH: Making the Grade multimedia exhibit at NEA headquarters in Washington.

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★ education:

- **BA, Communications: Virginia Tech, 1989**
 - > Emphasis in Journalism, Media, and Public Relations
 - > Minor in Sociology
 - > Recipient of Morris Scholarship for Excellence in Media, 1988
- **Graduate Study: American University , 2000**
 - > Multimedia Design and Development

★ affiliations & personal

- **Toastmasters International | Member, CTM**
Toastmasters is the leading organization devoted to developing the public communication and leadership skills of its members.
- **Landmark Education | Participant (3 years)**
Landmark Education is a global training and development organization offering programs and seminars focused on personal growth and transformation.
- **Leadership Fort Worth | Graduate, Class of 2004**
Leadership Fort Worth selects a class of 50 individuals each year to participate in a challenging, service-oriented training program.
- **Habitat for Humanity | Volunteer (10 years)**
Habitat for Humanity brings families and communities in need together with volunteers and resources to create decent, affordable housing.
- **Insight Meditation Community of Washington | Member**
IMCW is a spiritual community promoting the instruction and practice of Buddhist Insight Meditation and related teachings.