

# Judith Gotwald

Gotwald Creation

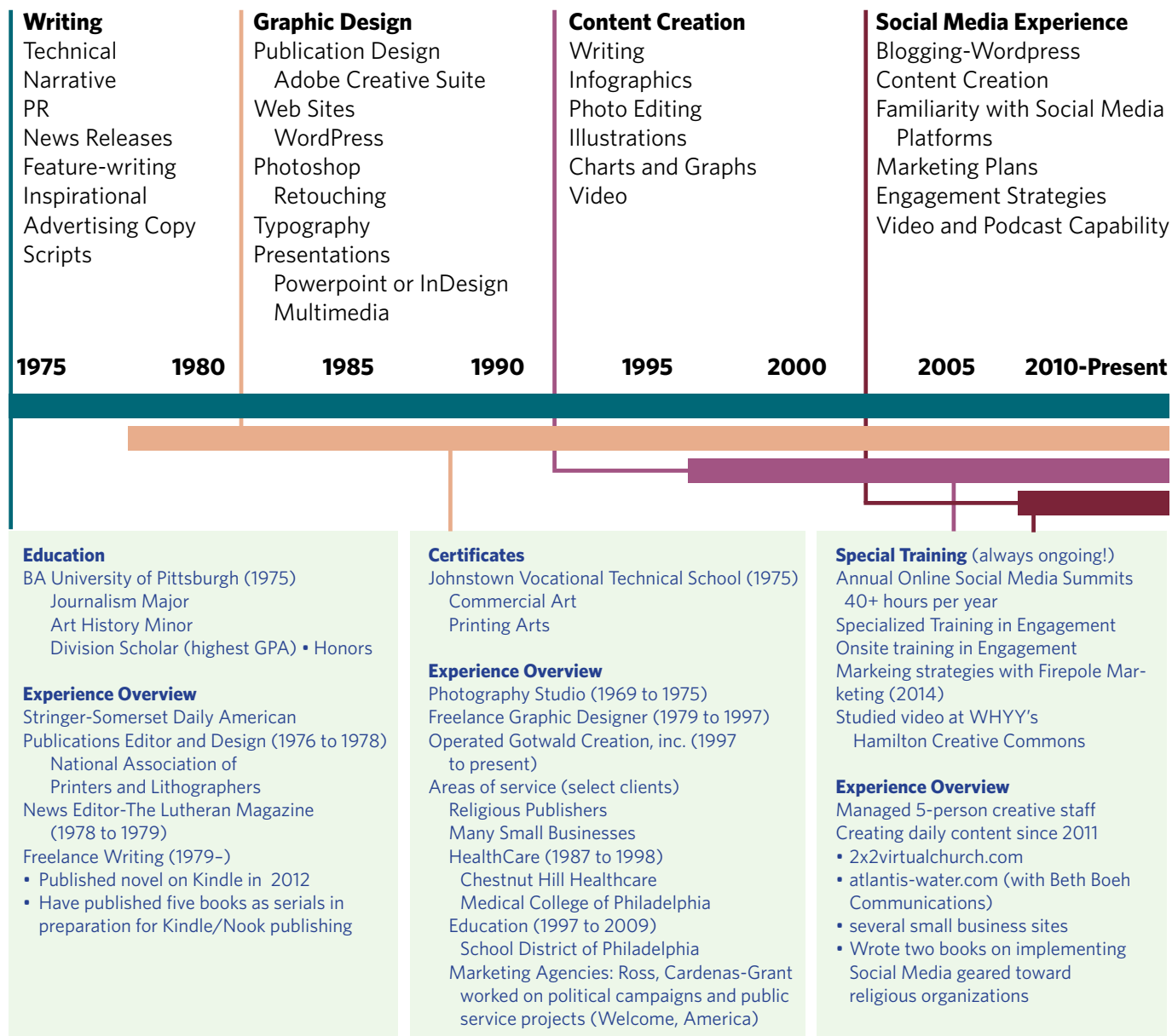
591 Hermit Street, Philadelphia, PA 19128

creation@dca.net • 215 • 605 • 8774

## Objective:

Manage projects, independently or with a team, from inception to completion, utilizing combined creative skills (writing, graphic design, internet) and management capabilities.

## Inter-related Skills • Education and Experience



## Soft Skills

- Able to create good working relationships among teams with diverse skill sets and personalities
- Experienced leader of multi-cultural community
- Able to appreciate and foster diverse thinking
- Broad skill-set allows for strong general overview to create strategies for unique challenges
- Creative problem-solving
- Deadline-oriented

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## Recent Projects



### 2015

Designed website for Atlantis Technologies with Beth Boeh Communications • <http://atlantis-water.com>

### 2015

Developed cross-marketing promotion for a music boosters club. The promotion combined the opening of a bicycle museum with a local high school band parade—all in conjunction with an annual regional festival. This promotion was so successful that the boosters reached two-thirds of their annual goal the first month.

### 2015

Designed Powerpoint Sales Presentations for Courier Services

### 2014-2015

Created two courses for Mount Airy Learning Tree (slidedecks on YouTube).

- The Modern Press Release
- Finding Content for Blogs and Social Media

### 2013-2014

Developed marketing strategy for company selling upscale travel

- Created branding which including new logo and coordinated seasonal direct mail pieces
- Designed and launched website
- Coordinated website blog with Facebook activity
- Created original content for blog and Facebook
- Created Free Initial Offerings to generate separate email sales funnels for niche markets (family travel, wedding travel, etc.)
- Crafted email engagement sequences for opt-in lists for targeted niches

### 2013-present

Design *Leading Edge* 20-page quarterly newsletter for Kreischer-Miller Accounting Firm

### 2011-present

Operate a blog for Small Church Ministries

- provide social media strategies for non-profit, membership organizations
- publish blogging tips and resources to share on social media
- published several serials on applying social media marketing principles to ministry
- publish inexpensive, quality training courses for use in small church settings

### 1999-present

Design 16-page quarterly newsletter, *Direct Views*, for Philly Direct Marketing Association, providing a branded, signature look

## SIGNIFICANT LONG-TERM CLIENT RELATIONSHIPS

### 1997-2009

Worked closely with Communications Office (and other offices) of the School District of Philadelphia

- Designed monthly and quarterly publications
- Designed annual calendar distributed to all employees and families
- Designed for publication in eight languages
- Designed multi-lingual signage for all facilities
- Created Powerpoint presentations for special events
- Provided promotional and collateral materials for special events and city-wide rallies

### 1987-1998

Worked with several hospitals and health-care networks

- Medical College of Pennsylvania (and subsequent names)  
(wrote for in-house publications and provided graphic design for Alumnae-i Offices)
- Chestnut Hill Healthcare and Springfield Residence

