

# Rhonda L. Clerkin

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## Key Skills

Graphic Design	Bookkeeping	Strategic Planning
Website Design/Development	Financial Reporting & Analysis	Volunteer Management
Print Production	Budgeting	Program Management
Marketing	Fundraising	Special Event Planning
Publishing	Inventory Management	Image Development
Customer Service	Distribution	Copy-Writing/Editing
Public Relations	Program Development	Photography

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## Work Experience

**White Oak Communications, LLC.** Raleigh, NC. *Owner.* 2006–present. Built a well-respected company that encompasses my graphic design work and niche-market publishing. I publish, market, and distribute two very popular glider flight training textbooks and a marriage enrichment workbook. I also provide graphic design services on projects ranging from newsletter to wedding invitations. My clients include individuals, corporations, educational institutions, and community organizations. I manage all aspects of daily operations including bookkeeping, customer service, shipping, and financial reporting.

**Note in the Pocket, Inc.** Raleigh, NC. *Volunteer.* 2013. Involved in the growth of this all-volunteer organization from a church ministry to a registered 501(c)(3) nonprofit. Implemented awareness, volunteer, and fund development programs. Created the organization's logo, designed print materials, and enhanced the organization's website to incorporate volunteer scheduling, partner registration, and clothing referrals. Developed the infrastructure to process and deliver an increasing inventory of donated clothing. Raised funds through grants, direct asks, and online campaigns. Crowdfunding campaign raised nearly \$30,000 in November 2013.

**Our Lady of Lourdes School.** Raleigh, NC. *Yearbook Advisor.* 2012–2013. Won a National Yearbook Program of Excellence Award from Jostens for leading a volunteer student and parent staff in the production of an inclusive and thorough overview of a year in the life of kindergarten through eighth grade students at OLLS. Conveyed the principles of design, reporting, photography, and time management to middle school students.

**Monroe County Public Library.** Bloomington, IN. *Graphic Artist.* 2002–2005. Designed and produced print materials promoting library programs and services while maintaining a consistent professional image for the organization. Effectively and cost-efficiently conveyed all the services, programs, and events that the library offered. Developed an array of materials including original summer reading program materials, monthly programming newsletters, and annual reports. Prepared library statistical data for presentation at board of director meetings.

**Signature Designs.** Bloomington, IN. *Owner/Designer.* 1996–2004. Built sole proprietorship graphic design business with a diverse customer base. Created web and print products from conference programs and newsletters to complete websites for academic departments and real estate agents. Grew business through word-of-mouth referrals with excellent customer service. Designed an innovative approach to real estate marketing that utilized an online database that allowed agents to enter pertinent data about their listings and output high-quality property promotional flyers.

**Muscatine Power and Water.** Muscatine, IA. *Energy/Communication Specialist.* 1992–1996. Developed and implemented Demand Side Management and related energy efficiency programs for local municipal utility. Also planned and designed the utility’s external communications programs. Introduced new utility mascots, “Splash & Glow” through community events and school visits promoting safety and efficiency. Served on the Load Forecasting and Planning committee. Planned and coordinated special events.

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**Education**

**Grinnell College.** Grinnell, IA. Bachelor of Arts with major in Sociology and interdisciplinary concentration in Technology Studies, conferred, with honors, May 1992.

**Grinnell College.** Grinnell, IA. Intel Foundation Noyce Summer Internship, Community-Based Energy Management. Summer 1991.

**Ohio State University.** Columbus, OH. Course work toward Bachelor of Arts with major area of study in Chinese. September 1988-March 1990.

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**Computer Skills**

Proficiency with PC and Macintosh operating systems. Fluency in use of various graphic and web design, email marketing, CRM, scheduling, database, statistical analysis, word processing, and spreadsheet programs and platforms.

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**Community Involvement**

Note in the Pocket, Inc. Board of Directors. 2013–2014.

Our Lady of Lourdes Catholic School. Raleigh, NC. Classroom volunteer and auction committee member. 2005–2012.

St. Charles Catholic School. Bloomington, IN. Volunteer and fundraising committee member. 2001–2005.

Tulip Trace Council of Girl Scouts. Bloomington, IN. Troop leader. 2001–2003.

Rodel Citizens’ Advisory Group. Newark, DE. Member. 2000–2001.

Bentree Homeowners’ Association. Broken Arrow, OK. Board member, Newsletter editor, President. 1998–1999.

Iowa Association for Energy Efficiency. Ankeny, IA. Board member. 1995–1996.

Muscatine Recycling Advisory Committee. Muscatine, IA. Founding member. 1995–1996.

Rite of Christian Initiation of Adults, Marriage Preparation. St. Mathias Church. Muscatine, IA. Team member. 1994–1996.

Leadership Muscatine. Muscatine, IA. Graduate. 1995.

Grinnell 2000 Energy Task Force. Grinnell, IA. Member. 1991–1992.

International Science and Engineering Fair. Tulsa, OK. Foreign Liaison Assistant. 1990.

Varsity Fencing. Ohio State University. Columbus, OH. Women’s Foil Team. 1988–1989.

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**Portfolio & References**

Graphic and web design samples are available at [www.Whiteoak-LLC.com](http://www.Whiteoak-LLC.com).