



Tom Howe

tomhowe.info | tomfhowe@gmail.com

General skills:

- Layout focused graphic design, print & digital
- Focus on organization & presentation of information
- Photography and image editing
- Web design and programming
- Video production and editing
- Public speaking & presentations
- Writing

Technology skills:

- Adobe Creative Cloud (iD, AI, PS, etc.), Figma, and more. I live in InDesign, Photoshop, and Figma.
- HTML, CSS, Javascript, PHP
- CMS software including Drupal, Wordpress
- Template development and sends in mass email platforms (e.g. MailChimp, Emma, Marketing Cloud)
- Microsoft Office
- Experience with large format printing

Experience:

Communications Coordinator & Designer, UMass Amherst Information Technology | 2016-present

- Production and editing of digital and physical media as components of communications plans and awareness campaigns related to technology and communication.
- Website and knowledgebase content design and management (designing and coding custom pages, managing & maintaining content in Drupal and ServiceNow).
- Large format signage printing, email template design, regular office tasks.
- Efficient communications for incidents including unplanned service outages (Designed premade graphics templates to improve incident response time, etc.)

Graphic Designer at Valley Etching/Signature Engraving Systems | 1/5/2016 - 6/11/2016

Edited and produced technical documentation, instruction manuals and advertising media, shot and edited marketing photos, produced and edited logos and small graphics for engraving, die making, and screen printing. Basic office work - answering phones, invoicing and tracking jobs.

Hampshire College Campus Leadership and Activities Office Assistant & Designer | 2011-2015

Front desk and email customer service, design and produce weekly and event-related advertising media, event support including AV setup and troubleshooting, print and digital graphic design.

New Hampshire State Parks Intern Blogger | 5/1/2014 - 9/30/2014

Produce original promotional videos and narrative, original photography, and text for weekly blog articles. Several articles passed 1,000 views, all reached over 400.

Squam Lakes Natural Science Center Marketing Intern | 5/1/2013 - 9/30/2013

Create original promotional videos and narrative, original photography, update existing media to conform to brand standards, produce weekly informational media, help customers enjoy their visit.

Education:

Hampshire College, Amherst, MA: Bachelor of Arts concentrating in a combination of communications and graphic design (May 2015). Final project was a local social media website built in PHP, and an accompanying brand identity.

References:

Pam Tinto

Associate Dean of Students, Hampshire College

413 559 5751 | ptinto@hampshire.edu

I worked for and with Pam as a Campus Leadership and Activities office assistant at Hampshire.

Grant Klene

Marketing Coordinator, NH DRED, Parks and Recreation Division

603 271 3556 | grant.klene@dred.state.nh.us

I worked for and with Grant as the blogger intern for the official NH State Parks blog.

Mike Zanga

General Manager, Valley Etching Engraving & Design, Inc.

413 536 2256 | gm@valley-etching.com

I worked for and with Mike as the Graphic Designer at Valley Etching.

Amanda Gillen

Marketing and Visitor Services Coordinator, Squam Lakes Natural Science Center

603 968 7194 | amanda.gillen@nhnature.org

I worked for and with Amanda as the marketing intern at the Squam Lakes Natural Science Center.

Read my recommendations & references at [**tomhowe.info**](http://tomhowe.info)