

PATRICK DWYER

patrick@patrick-dwyer.com 917.841.9172 www.patrick-dwyer.com

GRAPHIC DESIGN | COMMUNICATIONS | CONTENT CREATION | PROJECT MANAGEMENT

Columbia Law School Office of Admissions Web Content & Communications Officer

2017 - present

OVERVIEW:

Manage print and digital communication efforts for a top-tier law school's highly collaborative Admissions Office, which annually receives nearly 10,000 applications from prospective students.

GRAPHIC DESIGN, CONTENT CREATION, & PROJECT MANAGEMENT:

- Design, copyedit, and manage printing of Admitted Student Handbook packages in collaboration with vendors.
- Copyedit and design all collateral—including programs, posters, nametags, and more—for Admitted Student Programs, attended by hundreds of admitted students, faculty, administrators, and student volunteers.
- Design, write, and edit curated and original content, and manage recipient lists for weekly e-newsletters sent to admitted students throughout the admissions cycle.
- Manage multiple websites by regularly reviewing existing pages, editing and adding content and functionality as needed, and proposing navigation updates to improve user experience.

COMMUNICATIONS AND BRANDING:

- Preserve preferred graphic style and narrative voice of Admissions Office across departmental publications and communication efforts.
- Produce and co-produce large-scale Zoom-based events.
- Collaborate with multiple internal and external partners to achieve shared goals.
- Maintain knowledge of image library and perform photo research as needed.

Girl Scouts of Greater New York

Associate Director of Communications & Graphic Designer

2016 - 2017

Communications Manager & Graphic Designer

2013 - 2016

Website & Graphic Specialist

2012 - 2013

OVERVIEW:

Served as one-person graphic design and communication department (later expanded to two people as a result of my successful negotiation), with increased responsibilities that came with advancing job titles.

GRAPHIC DESIGN & CONTENT MANAGEMENT:

- Designed, illustrated, created layouts, and established visual identity for all major internal and external print and digital communication projects. Work output included capital campaign, biannual galas, membership drives, activity marketing, annual reports, and related incentives.
- Successfully negotiated for the creation of a new Digital Communications Specialist position to facilitate deeper communications impact on digital platforms, and supervised said position.
- Project managed the design, implementation, and content creation/management of two different new corporate websites (launched March 2016 and August 2017).
- Wrote/edited fundraising, communications, and marketing copy for digital and print outlets.

COMMUNICATIONS AND BRANDING:

- Upheld branding guidelines across the organization to ensure adherence to national organization's visual and verbal identity by leading seminars for staff and creating branding "cheat sheets."
- Strategized and executed communications outreach by collaborating with Philanthropy & External Relations department and PR consultants to draft and manage communications plan, annual operating plan, and departmental budget.
- Coordinated with PR consultants to respond to local and national press inquiries and develop crisis communication strategy.
- Reported on communication activities to the organization's Executive Committee and Board of Directors.
- Managed www.girlscoutsnyc.org and its related social media platforms, and deliver analytics reports.
- Managed relationships with vendors, including publicists, web design firms, printers, and mail houses.

League of Off-Broadway Theatres and Producers

Digital Content Editor

2009-2013

OVERVIEW:

Created and maintained all content for www.offbroadway.com and its related social media channels that annually promoted over 75 New York City theatrical productions. This was a long-term freelance position concurrent with other employment.

HIGHLIGHTS:

- Wrote and edited all editorial content (interviews, reviews, news stories, live blogs, etc.) and show listings for website.
- Designed and edited bi-weekly newsletters which included discounts coordinated with marketing and advertising staff of Off-Broadway theatre companies.
- Created and maintained social media content.

Theatreworks USA

Marketing Coordinator

Assistant to the Producing Director

2006-2012

2000-2006

OVERVIEW:

Assisted Producing Director with all administrative tasks, and later served as national press contact and created all marketing collateral in a new position created around my skills and talents.

HIGHLIGHTS:

- Art directed, designed, and wrote copy for direct mail catalogs, event invitations, annual reports, and other print and digital campaigns.
- Produced/edited 30-second video spots for all touring productions.
- Re-designed corporate website, co-webmaster of www.TWUSA.org.
- Worked with Producing Director to execute underlying rights contracts and other agreements, and ensure that related branding guidelines were honored.
- Coordinated press outreach and talent interviews for all touring productions.
- Curated photo and video archives for all productions in company's history.

Freelance Work Experience

2000-present

Graphic design, writing, and/or public relations for theatrical companies, casting offices, and more, including:

- Design logos
- Design marketing emails
- Develop educational outreach materials
- Volunteer public relations representation

Computer Skills

Adobe Creative Suite

InDesign, Illustrator, Photoshop, Acrobat

Microsoft Office Suite

Word, Excel, PowerPoint, Outlook

Web Skills

- Adobe Marketing Cloud
- Drupal-based content management systems
- Google Analytics
- HTML, CSS, familiarity with JavaScript
- E-mail software (MailChimp, Constant Contact)

Creative Software

- Video/audio editing (Garageband, iMovie)
- Music notation (Finale)

Education

New York University | Tisch School of the Arts

MFA: Graduate Musical Theatre Writing Program

Butler University | Jordan College of Fine Arts

BM: Music Theory & Composition (with honors),
minor in Public Relations

Select Continuing Education

- Fundamentals of Project Management, Baruch College
- Web/Tech Track, Fundraising Day in New York, Association of Fundraising Professionals