

J. SPENCER HOWLAND, MSED

(847) 275-2445 / Spencer@growncreativellc.com

www.linkedin.com/in/JSpencerHowland / www.growncreativellc.com

Versatile Visual Design and Communications Expert

Writer and graphic/web designer with an educator's holistic approach to team management and project execution.

Experience in winning contracts includes a \$20M vaccination RFP with the city of Chicago. History of successful leadership within startups and established organizations in industries ranging from education to healthcare to agency.

Ability to create and execute brand strategies across various media through visual and written communication.

- Website-building via WordPress, Squarespace, Wix, and additional platforms
- Logos, landing pages, flyers, business cards, apparel, newsletters, pitch decks, etc
- CRM/email marketing campaigns
- RFP & content writing, copywriting
- Figma, Miro, Adobe InDesign & Illustrator, G-Suite, Canva,
- Client-service experience and vendor/account management
- AI training for written materials at an expert level
- Team and project leadership

PROFESSIONAL EXPERIENCE

GROWN CREATIVE, Chicago, IL

2019-Present

Founder

Freelance graphic/web designer and writer with extensive experience as a standalone creative department.

- **Website/UI:** Built or rebuilt websites for businesses including *JWJ Consulting*, *The Signal New England*, *Salvi Media*, *Bridge Lane Coaching*, and *InFlorEscence Chicago*; wireframing, research, interviews, and the development of a prototype itinerary-building app via Springboard UX/UI bootcamp
- **Marketing:** Created print ads for *Salvi Media*, *MedWitness Ltd*, and implemented CRM systems for web clients via MailChimp & Hubspot; completed book layout, typesetting, and publication of 50pg *3-Pillar Program Workbook* incentivized marketing asset for Bridge Lane Coaching
- **Writing:** Copy/content for *Roscoe Village Community Guide* advertorials & print ads; website copy/content for *The Simple Good*, *Fully Fledged Lifestyle Management*, *Bridge Lane Coaching*, and *Salvi Media*
- **AI:** Ongoing expert-level generative model training via *Outlier* contract work; AI-based content generation to boost SEO rankings of clients' websites

SALVI MEDIA, Chicago, IL

2022

Executive Producer (Contract)

In-house graphic/web designer and writer for Chicago-based boutique creative video agency *Salvi Media*.

- Created, designed, and published a monthly newsletter with an average open rate of 27% across an audience of 2.5k individuals
- Led a website overhaul/redesign that streamlined user experience/interaction and increased opportunities for outside inquiries by 25% via call-to-action forms
- Created informational and sponsorship-based marketing materials for Salvi Media's Emmy Award-winning *The CEO Series* original content interview program
- Redesigned company pitch deck templates for national use, including sponsorship decks for *The CEO Series* and Salvi's first *Executive Branding* deck which precipitated the company's restructuring/rebranding
- Managed a team of 3 marketing interns throughout a series of data-driven, social-media-based marketing campaigns across LinkedIn, YouTube, Instagram, and Twitter leading to a 15% increase in engagement

PRISM HEALTH LAB, Chicago, IL

2020-2022

Director of Logistics

Hired by the CEO of Prism Health Lab. Orchestrated company-wide transition to vaccination operations once vaccines became available, scaled operations from static sites to daily events in partnership with IDPH & CDPH.

Promoted from Inventory Manager to Director of Operations and, finally, Director of Logistics.

- Co-wrote RFP bid that won a \$20 million vaccination contract with the city of Chicago; initiated the planning of Chicago's United Center Drive-thru vaccination site; established inventory procedures at the CDPH/FEMA O'Hare Airport vaccination site
- Developed storage protocols and transportation procedures for Prism Health Lab vaccination efforts; managed a team of 4 individuals responsible for vaccine inventory management; oversaw ordering, distribution, monitoring, and reporting of all vaccine-related activities to state and federal agencies; worked directly with IDPH, CDPH, CCDPH, and FEMA to organize and execute mobile & static vaccination events across Illinois

STEINGOLD'S OF CHICAGO, Chicago, IL

2017-2018

Director, Design & Catering

Founding team member; collaborated with owner and executive chef to open Chicago's premier gourmet deli.

- Built a catering program that grew from à la carte holiday orders to corporate lunches, wedding celebrations, and various professional & private events totaling nearly 200 clients and \$40k in its first year
- Redesigned Wix-based restaurant website and created online communications systems that effectively streamlined the catering process and customer interactions
- Took charge of graphic design & copywriting responsibilities and learned Adobe Illustrator & InDesign; established a strong brand identity across print materials and online publications

EVANSTON TOWNSHIP HIGH SCHOOL, Evanston, IL

2016-2017

Congressional Debate Coach

- Recruited three new members to the Congressional debate team; coached a successful season that concluded with qualification for & competition in the University of Kentucky's *Tournament of Champions*
- Focus on students' argumentative structure, goal-oriented research, and effective presentation/speaking skills

URBAN PREP ACADEMY BRONZEVILLE, Chicago, IL

2014-2016

English Instructor

- Redesigned the Urban Prep network's 4-year curriculum as a member of the English Instruction Team
- Raised 11th-grade ACT Reading scores by an average of 1.75 points/student
- Raised 12th grade AP Language & Composition scores by an average of 1 point/student

EDUCATION

NORTHWESTERN UNIVERSITY, Evanston, IL

2013-2014

Master of Science in Education: Secondary English

MCGILL UNIVERSITY, Montreal, Canada

2006-2010

Bachelor of Arts in English Literature & Russian Civilization

ADDITIONAL SKILLS & INTERESTS

- Conversational French
- Interests: former professional DJ, cooking, writing, music, film, travel, scuba diving, and cycling