

VALERIE G. BUTLER

Writing • Graphic Design • Web Design • Internet Strategies

OBJECTIVE AND STRENGTHS

Dynamic communications specialist seeks permanent or contractual employer that values outstanding creativity.

Key strengths: Strong visual and aesthetic sense, creative ideas, excellent verbal and written communication and interpersonal skills. Extensive planning, organizational, problem solving and analytical skills.

PROFESSIONAL EXPERIENCE

Graphic and Web Design

Creative Director/Owner

Bee Design

July 2004–present

- Exemplary art direction and design for two Villanova University magazines (2006-2008)
- Influential exhibit design that facilitated the re-accreditation of the education department at Loyola College in Maryland and received a standing ovation
- Excellence in art direction, design and conceptualization of magazines, annual reports, brochures, posters, direct mail, logos, identity/branding, advertising, exhibits, stationery, billboards, and presentation/powerpoint materials
- Advanced proficiency in color processing and pre-press
- Extensive experience working directly with printers and clients
- Strong skills in preparation of web graphics (e-banners, e-newsletters, banner ads, PDFs, etc.)
- Intermediate knowledge of HTML/XHTML, CSS and Dreamweaver; basic knowledge of Flash
- Adept at website and blog setup (hosting, file uploads, content management systems and web 2.0 tools)
- Highly adept at multitasking
- Sharp attention to detail
- **Clients:** Kaiser Permanente, Johns Hopkins University, Villanova University, Morgan State University, Loyola College in Maryland, Baltimore Sun, Baltimore Magazine, United States Pharmacopeia, Merkle, KCI Technologies, Kids on the Hill, many others

Graphic Designer

Brushwood Graphics Design Group

1998–2004

- Specialized in creating healthcare and educational publications
- Similar skills as above

Production Artist

Alumni Magazine Consortium

Johns Hopkins University

1997–1998

- Magazine production (preflight, file collection, color processing, image enhancement and resizing), scanning, and corrections

Writing

- Grant writer, Kids on the Hill (2008)
- Environmental blogger - www.commonwaters.net
- Noted as a blog of interest by the *Baltimore Sun*
- Additional skills as a nonfiction and science writer

COMPUTER SKILLS

Mac and PC:

InDesign
Photoshop
Illustrator
QuarkXpress
Microsoft Office
Flightcheck
Extensis and Fontbook
Acrobat Professional
FTP tools
HTML/XHTML and CSS
(including hand coding)
Dreamweaver
Flash
Web 2.0 tools

LEADERSHIP

Former Board Member, Development and Finance Committee

Kids on the Hill (2008)

- Advancing web presence with online fundraising campaigns, e-mail marketing, and web 2.0 tools
- Project manager - website redesign
- Facilitating the transition to a new executive director

EDUCATION

B.S. Biological Sciences

(completed 2004): University of Maryland, Baltimore County, 3.11 GPA

Fine/digital art and design:

Coursework in photography, fine arts, design, color theory, Dreamweaver/CSS (Maryland Institute College of Art, U.C. Santa Cruz, Apple, Inc.)

Writing: Natural ability honed by rigorous academic curriculum in science, nonfiction, creative writing and A.P. English

CONTACT

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www.valbee.net

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VALERIE G. BUTLER

Volunteer and Advocate for Social and Environmental Change

VOLUNTEER EXPERIENCE

Federal Wildlife Research Assistant

U.S. Geological Survey

Patuxent Wildlife Research Center (2007–present)

- Assist with West Nile Virus research in the eastern screech owl
- Owl capture; feather, blood, and data collection; and photography

State Watershed Volunteer and Team Leader

Maryland Department of Natural Resources

Stream Waders Program (2005, 2008, 2009)

- Managed, coordinated, and trained other volunteers in collecting aquatic macroinvertebrate samples (aquatic insects)
- Implementation of the Maryland Biological Streams Survey (MBSS) protocols; selection of habitat; collection and preservation of samples; Global Positioning System (GPS), coordination with landowners

Regional Watershed Volunteer

The Jones Falls Watershed Association and

the Gunpowder Valley Conservancy (2006–present)

- Invasive plant removal, stream cleaning, plantings, water quality sampling, trail maintenance

State Wildlife Research Assistant and Office Volunteer

Maryland Department of Natural Resources

Wildlife and Heritage Program (2004–2005, 2008)

- Banding and data collection of wild royal terns and pelicans
- Inventorying reptiles and amphibians in Eastern MD
- Tracking bog turtles using radio telemetry; data collection
- Mapping and environmental review of proposed development/ construction projects to determine their impact on threatened, endangered, and sensitive species of wildlife and plants
- Ensured integrity of digital mapping of endangered species

ABOUT VALERIE

Valerie enjoys working with diverse communities that wish to create social and environmental change. Her volunteer projects reflect a passionate drive to make a positive difference in the world.

Valerie has a strong background in environmental conservation and biology. In addition to being an environmental advocate, she has worked to improve the lives of youth, and in support of artists and higher education.

ENVIRONMENTAL CONFERENCES

Valerie has attended the following conferences:

- Mason Dixon Task Force Forum, “Forest Sustainability for Local Governments” (September 2008)
- The Chesapeake Watershed Forum (October 2008)

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