



Vicari Vollmar Conley

Content and Systems Manager

Education

Michigan State University, BA in Journalism with a specialization in Graphic Design

Position with Firm

- 2021–present** **Content and Systems Manager.** Ensures quality and timely execution of the firm’s marketing and content creation strategies and analyzes, designs, and implements systems and process improvements across the firm. Assists content teams with billable projects and provides counsel related to project management and workflow strategies, including aspects such as structuring tasks, assigning roles, and developing timelines for project completion. Ensures the production team’s quality, efficacy, and customer service standards meet the firm’s expectations.
- 2017–2021** **Production Manager.** Ensures the production team’s quality, efficacy, and customer service standards meet the firm’s expectations, while advancing timely communication and staff and client engagement in the production process. Maintains brand standards and style. Designs and formats all company reports and proposals, as well as promotional materials for marketing and communication. Ensures quality design, effective visual communication, and delivery of assets.
- 2015–2017** **Senior Designer.**

Previous Professional Experience

- 2012–2015** **Graphic/Web Designer, TechSmith, Okemos, Michigan.** Maintained brand standards. Created promotional materials, print collateral, trade show booths, social media advertisements, and webpages.
- 2010–2012** **Editor-in-Chief, Red Cedar Log, East Lansing, Michigan.** Managed a staff of 26 employees to produce and distribute a 400-page publication. Led staff meetings and maintained workflow efficiency and deadlines. Responsible for editing, conflict management, and problem solving.
- 2011** **Graphic Design Intern, Old Town Commercial Association, Lansing, Michigan.** Designed invitations, posters, banners, and advertisements for local businesses and festivals. Maintained brand standards and style guidelines for all projects.

2009–2010 **Design Managing Editor**, *Red Cedar Log*, East Lansing, Michigan. Managed a team of three designers. Responsible for concept and creation of cohesive thematic elements and graphics. Coordinated content, edited, and led weekly critiques.

Technical Skills

- Adobe Creative Cloud: Acrobat DC, Illustrator, InDesign, and Photoshop
- Microsoft Office
- WordPress