

Makenna Wallingford

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Work Experience

Graphic Designer II HNTB

2022–Present

Collaborate with technical teams and proposal coordinators to design and develop:

- Layouts and subsequent graphics for long-form digital and print proposals to win client work for major firms in the Northwest including the Port of Seattle, WSDOT, Denver International Airport, RTD, Salt Lake City International Airport, UDOT, etc.
- Custom PowerPoint templates and presentations for virtual and in-person client interviews, in-office events, and corporate leadership meetings
- Print and digital promotional collateral (brochures, flyers, placemats, plotted maps) presented to a variety of clients and government officials
- HNTB Northwest Division annual strategic plans: Work one-on-one with division leadership to develop presentation templates, highlight key messages through visual storytelling and animations, and provide guidance for presentation pacing
- Accessibility standards used for digital proposals and other online collateral (involves conducting research, training team members, and implementing best practices)

Sr. Marketing & Communications Coordinator SBI ASSOCIATION MANAGEMENT

2017–2022

- Design, write, and manage schedules for email campaigns, social media, and website updates for a variety of national and international non-profit associations
- Manage event collateral, design printed materials (programs, signage, etc.), write copy, develop marketing schedules, and manage print and design vendors for client annual conferences, meetings, webinars, etc.
- Proofread/edit all marketing materials including email campaigns, social media posts, website content, event signage, printed programs, brochures, and mobile apps

Marketing Assistant and Copywriter AQUA QUIP

2015–2017

- Write and edit for social media, radio & tv ads, printed media, product descriptions, and website content
- Write alt tags for all product images on the website, optimize web pages for SEO
- Write blog posts to promote on social media
- Work with team to design and set up the onsite layout and signage for the Aqua Quip booth at the Washington State Fair

Volunteer Experience

Event Planning and Communications Committees COMTO WASHINGTON STATE CHAPTER

2022–Present

- Participate on multiple committees as a liaison and decision-maker
- Lead design decisions and implementation for all collateral for the Annual Gala (programs, name badges, presentations, signage, social ads, email promotions, logos)
- Coordinate and manage relationships with print vendors
- Lead discussions with multiple committees regarding event theme options and present design options to executive leadership for final approval
- Customized COMTO Washington branded products and freebies for future events (enamel pins, mugs, hats)
- In 2023-2024, conducted the COMTO Washington Chapter website redesign from researching/presenting platform options to chapter leadership, designing mock-ups of site pages, building out the new site map, developing the backend site, managing the transition plan, and launching the site

PROGRAMS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Figma

INDUSTRY EXPERIENCE

- AEC
- Nonprofit
- Events
- Retail (Marketing)

SKILLSET

- Audience-focused presentation design/storytelling
- Digital/printed documents
- Long form editorial documents
- Flyers, brochures, signage, maps
- ADA/508 Compliance
- UX/UI
- Event planning/marketing
- Copywriting/editing

EDUCATION

- BA, English: Creative Writing, Seattle Pacific University, 2017
- Coursera Certified UX/UI Designer, 2022

HOBBIES

- Watercolor
- Photography
- Video Games
- Dungeons & Dragons
- Reading