

Polly Ritter

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Find me on LinkedIn at: <http://www.linkedin.com/in/pbriter>

View my portfolio: <https://pollyritter.journoportfolio.com>

Digital Marketing Specialist | Graphic Designer | Project Manager

Marketing and communications professional with a passion for bringing creative visions to life. Experience managing and executing media projects and generating measurable results for clients. Excels at collaborating with teams and meeting deadlines.

Skills

Microsoft Office 365, Adobe CC (InDesign, Photoshop, Illustrator, Acrobat), HTML/CSS (basic knowledge), WordPress, Constant Contact, Buffer, Canva, Slack, SEMrush, Moz, Google Analytics, Google Apps, SEO, SEM.

Certifications

- **University of Virginia**
Digital Marketing Science Program (Program completion: February 2023)
- Google Ads Search, Google Analytics Individual Qualification, HubSpot Email Marketing (Completion: February 2023)

Experience

NG MEDIA (Remote, Part Time) 12/2017 – 1/2023

Digital Media Specialist | Graphic Designer

- Plans and implements social media campaigns.
- Writes SEO rich content for social media posts, e-newsletters and blogs.
- Provides social media analytics to clients.
- Designs logos, social media posts, e-newsletters, and advertisements.

MEDICOMP, INC. (On-site: Fairfax, VA, Part Time) 4/2013 – 5/2016

Marketing Manager

- Managed the design and content of print and digital marketing/communications.
- Oversaw business development activities related to practice management and electronic healthcare records software to physicians and medical practices throughout the metro DC area.
- Researched, planned and implemented ticketing system for the engineering team.
- Created proposal templates.
- Updated website content and graphics via WordPress.

CIRACOM, INC. (Hybrid: Alexandria, VA, Part Time) 3/2009 - 1/2015

Marketing Director

- Managed the design and content of the company website.
- Oversaw Google Ads campaigns.
- Wrote and distributed press releases and case studies.
- Designed marketing collateral.

- Collaborated with team members to develop and implement marketing strategies.
- Created interactive PDF forms.
- Managed the logistics of tradeshow and other promotional events.
- Assisted with responses to government RFPs/RFQs. Wrote capture management plans and researched procurement opportunities within federal, state and local government agencies. Worked diligently with contracting officers to update products and pricing on Ciracom's GSA schedule 70.

NOVELLA GRAPHICS (Freelance: Vienna, VA)

3/2004 - 12/2018

Marketing Consultant / Graphic Designer

- Provided graphic design and marketing consulting services to a variety of clients including not-for-profits, associations and healthcare providers. Projects included the design and layout of marketing collateral such as brochures, newsletters, annual reports, direct mail pieces, website banners and logos.

FAIRFAX RADIOLOGY CENTERS, LLC (Fairfax, VA, Part Time)

3/2004 - 10/2005

Marketing Specialist / Graphic Designer

- Managed print and online campaigns from inception to completion.
- Researched and developed relationships with outside vendors resulting in substantial cost savings for all printed marketing collateral.
- Collaborated with internal department heads and practice partners regarding all marketing efforts.
- Assisted with the re-branding of specialized interventional services.
- Designed advertisements and marketing collateral targeted to both patients and referring physicians.
- Assisted with edits to the company website.
- Conceptualized, designed and managed the corporate newsletter distributed to staff and referring physicians.

FAIRFAX RADIOLOGY CENTERS, LLC (Fairfax, VA)

Physician Services Liaison

6/1999 - 3/2004

- Responsible for marketing radiology services to physicians throughout the Northern Virginia area. This involved the presentation of marketing collateral as well as explanations introducing new services and technologies to physicians and office staff. Gathered feedback on existing services and provided problem resolution.
- Collaborated with radiologists to develop marketing materials specific to their specialty. Planned educational events and managed logistics of in-service luncheons and health fairs.

Education

- **Virginia Polytechnic Institute and State University**, Blacksburg, Virginia
Bachelor of Arts: Major: Graphic Design, Minor: English
- **Northern Virginia Community College**
Workforce Development & Continuing Education (online classes in editing, web design and marketing)