

JENNIFER LAWSON

MARKETING + COMMUNICATIONS + CREATIVE SERVICES

Experienced Graphic Designer and Marketing Professional dedicated to supporting nonprofits in fostering community engagement and growth. Skilled in creative strategy, brand development, and visual storytelling across digital and print media. Passionate about using design to inspire connection and drive positive change.

EXPERIENCE

Liberty Lutheran

Creative Director

September 2025 - Present

Marketing and Graphic Design Specialist

Mar 2012 - Jun 2015

Reporting to the Senior Vice President and Chief Operating Officer, I oversee and produce creative content, developing marketing materials for Liberty Lutheran and its family of services. I design collateral including invitations, flyers, and promotional materials, coordinate photo shoots, create ads for print and digital platforms, and manage social media content and creative. I collaborate with teams on marketing strategies, design and format quarterly publications and newsletters, manage marketing expenses, maintain vendor relationships, and oversee promotional inventory. Additionally, I maintain Liberty Lutheran's website as well as five community websites.

NeighborGood Partners

Marketing and Communications Manager

June 2021 - October 2025

In my role, I supported the leadership team by overseeing organization-wide marketing initiatives, with a strong focus on graphic design and visual storytelling. I led the successful rebranding of NCALL to NeighborGood Partners and drove marketing and communications strategies to advance the mission of strengthening communities through affordable housing, lending, and education. I managed website design, content, and SEO; coordinated blog content and guest writers; oversaw e-communications; and designed marketing assets for print, digital, and social media. I also handled ad development, media buying, managed the marketing budget, and supported special events and promotions. Additionally, I contributed to Resource Development initiatives by planning and executing the first fundraising event, "Raise the Roof," which raised over \$30K to support NeighborGood Partners' mission.

Wilmington Alliance

Director of Creative Services

July 2015 - May 2021

Led key marketing and communications initiatives supporting the CEO, including the successful rebranding of Wilmington Renaissance Corporation and Wilmington Leaders Alliance into Wilmington Alliance. Directed marketing strategies for major projects such as Economic Development & Inclusion, Wilmington Made, Wilmington Strong, and Place-Based Initiatives. Managed website design, content, and SEO; developed digital communications and advertising; created marketing assets; coordinated media buying; and supported events, vendors, and budget management.

CONTACT

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SKILLS

- Graphic Design
- Brand Development
- Digital Marketing
- Project Management
- Content Creation
- SEO Strategy
- Media Buying
- Vendor Relations
- Budget Management
- Event Management
- Fundraising Support

CERTIFICATIONS

University of Delaware
Fundamentals of Social Media
Marketing

AWARDS

2023 AFP-Brandywine Chapter
Fundraising and Communications
Excellence Award – Branding
(NeighborGood Partners Rebrand)

EDUCATION

Associate in Applied Science in
Visual Communication
Lehigh Valley College, 2000

CLIENTS (PAST + PRESENT)

- New Castle County, DE
- Catholic Leadership Institute
- NB Retail Management
- Delaware Today Media
- Reading Assist Delaware
- Montessori Works
- Gray Breakthroughs
- Wilmington Rotary
- Griswold Home Health Care
- Nemours Children's Hospital
- Cornerstone West
- Delaware Association for the Education of Young Children