

Colleen Haley

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GOAL

My goal is to acquire a position where my multi-creative and management experiences will be an asset. I have wonderful long-time clients that I enjoy working with, but as a few have recently retired, I'm looking for a new client or position. I'm available for remote, on-site or a hybrid working environment.

I have been working as a freelance graphic & web designer for over 20 years and prior to that I was an in-house graphic designer for 4 years. While freelancing, I also managed an online bookstore part-time for 5 years. Prior to that I managed a picture framing gallery for 3 years, and was exhibition organizer for the Architectural Association in London for 5 years. Often my clients have needed me to wear a variety of hats to help them meet their needs. For example I have done many graphic pieces including; logos, letterheads, newsletters, brochures, books, ads, PowerPoint slideshows, social media on Facebook and Instagram, online eNews, email campaigns, create and edit videos, general office management as well as websites for most of my clients. For some of my clients the goal has been to teach them to be self-sufficient in maintaining their own websites. I work hard to find the right solution for each project, and if I cannot achieve it, I'll learn a new technique or find someone who can solve the issue.

TECHNICAL SKILLS

- I create websites with Wordpress using Elementor and WooCommerce. I also work with other Contact Management Systems (CMS): Squarespace and Drupal when deemed appropriate for the client.
- I work in InDesign, Photoshop and Illustrator for graphic work including: logos, brochures, newsletter, letterhead, postcards, books, 40 page journals, signs and graphics for websites.
- Recently I have been facilitating Zoom lectures, which includes recording and editing videos in Adobe Premier Elements. I also created video slideshows for various projects.
- As a manager for a framing shop and as exhibitions coordinator my skills required were; framing, ordering supplies, managing budget and staff.
- When I was managing the online bookstore my skills included general office management, maintaining online store orders, and update the website. Skills included Microsoft Office, Authorize.net payment processing and Drupal.

ACTIVE CLIENT LIST

Brandywine Hemophilia Foundation, Brandywine Valley, PA SINCE 2013

Designed and webmaster: <http://www.brandywinehemophilia.org> (Dreamweaver)

Reference: Agnesann Mathis, aamathis07@gmail.com

Brodhead Watershed Association, Poconos, PA SINCE 2010

Designed and webmaster: <https://brodheadwatershed.org> (Wordpress), <https://shop.brodheadwatershed.org> (WooCommerce)

Reference: Stephanie Uhranowsky, admin@brodheadwatershedassociation.ccsend.com

Eastern PA Bleeding Disorders Foundation, PA SINCE 2000

Design logos, letterheads, business cards, newsletter, flyers, invitations, brochures and designed website: <https://epbdf.org> (Wordpress) Reference: Sarah Ross Pilacik, Executive Director, sarah@epbdf.org

Keystone Healthcare Advisors, Unionville, PA SINCE 2017

Designed website: <https://khafirm.com> (Wordpress) Reference: Steve Steinmetz, ssteinmetz@khafirm.com

Transferware Collectors Club, PA SINCE 2014

Webmaster: www.transferwarecollectorsclub.org (Drupal), create email campaigns, Zoom Lecture facilitator, edit videos with Adobe Premiere Elements. References: Loren Zeller, TCC Board Member, Worldwide Lecture Series, lzeller829@aol.com and David Hoexter, TCC Board Member, Web and eNews editor, davidhoexter@icloud.com

CLIENT REFERENCES

Brodhead Watershed, Poconos, PA SINCE 2010

Colleen has been so helpful in building and maintaining Brodhead Watershed Association's website. She is always willing to listen, to help, to figure out what's wrong and to keep working until the website is exactly as we need it to be. Her printable guides to editing the website are so helpful and informative. We have learned a lot from working with Colleen and thank her for her efforts to help our environmental non-profit do good things for the community.

Andrea Higgins, BWA office administrator

Germantown Historical Society, Phila., PA SINCE 2000

At the Germantown Historical Society, Colleen Haley helps us with the layout of our publication, the Germantown Crier, twice a year. She has an easy, no-nonsense and practical approach to the design of the publication, one which always produces a publication we are proud of, and one which our members enjoy receiving. Colleen is always helpful and patient, always having the time to work with us on a moment's notice. We greatly appreciate it!

Alex Bartlett, Librarian, Archivist, Collections Manager

Loretta Witt Philadelphia Realtor, Phila., PA 2001-2023 (RETIRED)

The Loretta Witt Homes Team has been fortunate to have Colleen Haley as a resource for all our graphic design needs. She is smart, creative and responsive, and she has been a life-saver when we have needed her services quickly to meet a deadline. Can't recommend her more highly.

Loretta Witt, Realtor

Transferware Collectors Club, PA SINCE 2014

Colleen Haley has partnered with the Transferware Collectors Club to provide very consistent and steadfast technical and creative support since 2014. She has demonstrated incredible flexibility and skills as our website and Zoom administrator. She designs and produces our monthly eNewsletter as well as multiple monthly event invitations for the club's Zoom lectures. She also conducts Zoom rehearsals, skillfully edits and processes all recordings for these events. I don't know what the club would do with out her fine services.

Loren Zeller, TCC Board Member, Worldwide Lecture Series

EDUCATION

Temple University, Philadelphia, Certificate, June 2001

Web Site Design Certificate.

Moore College of Art, Philadelphia, October 2000

Attended accredited course in html code.

Art Institute of Philadelphia, Certificate, March 1992

Major in Layout and Production Art.

Temple University, Philadelphia, Bachelor of Arts, 1981

Major in Fine Arts; minor in Architecture and Art History. Attended Rome Program autumn semester 1980.