



SUZANNE PALMA

ART DIRECTION, DESIGN & BRANDING, PROJECT & OPERATIONS MANAGEMENT

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ABOUT

Accomplished and goal-driven leader with a strong record of success in strategic brand development, content innovation, and cross-platform storytelling. Art-directed and led design of Pulitzer Prize winning project, "The Wall" as part of *USA Today Network* award-winning team. Consistently demonstrate proven ability to create compelling digital and print, develop new revenue streams and engage audiences. Versatile career background and a strong foundation in management, team-building, and excelling under tight deadlines. Years of experience in the mortgage industry with a focus on disclosures and compliance, along with a background in sales, customer service, and operations management. Extensive career achievements rooted in visual journalism and art direction. Emphasis on content innovation, storytelling for both print and digital platforms. Diversified skill-set applied as powerful tools for problem solving and effective communication.

EDUCATION

UNIVERSITY OF FLORIDA

- Journalism and Design

TALLAHASSEE COMMUNITY COLLEGE

- Communications and Sociology

SKILLS

- Communication Strategies
- Project Management
- Marketing & Brand Development
- Media & Public Relations
- Analytical Problem Solving

SOFTWARE/TOOLS

Adobe InDesign	● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ●
Adobe Spark	● ● ● ● ● ● ● ●
Adobe XD	● ● ● ● ● ● ● ●
Sketch	● ● ● ● ● ● ● ●
Presto	● ● ● ● ● ● ● ●
Newsgate	● ● ● ● ● ● ● ●
Cerros	● ● ● ● ● ● ● ●
Shorthand	● ● ● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ● ● ●
Canva	● ● ● ● ● ● ● ●

WORK EXPERIENCE

■ Disclosure Analyst

Acrisure Mortgage (Dec. 2020 -Present)

■ Design, Marketing and Sales Consultant

Rise Marketing & Media Group (Dec 2020-Present)

■ Operations Manager

Ward's Pro Maintenance(2019-2020)

■ Digital/Print Design Team Lead/ Content Innovation Team

USA Today Network - Phoenix (2014-2019)

■ Art Director

USA Today Network - Asbury Park (2011-2014)

■ Lead News Designer

Sun Sentinel/Tribune Publishing Co. (2006-2011)

■ Graphics Editor

The Gainesville Sun/Magazine (2003-2006)

■ Sales Floor Manager

Access One (1999-2003)

WORK ETHIC/STYLE

- Believe key to success and innovation is to encourage smart risk-taking
- Intra/Entrepreneurial spirit with strong communication and collaboration skills
- Skilled at understanding client needs
- Experience managing teams with different disciplines and styles of learning
- Creative content creation/engagement

AWARDS/ACCOMPLISHMENTS

- Art directed and led design of Pulitzer Prize winning project, The Wall
- 2019 Excellence and Innovation in Visual Digital Storytelling
- Recipient of multiple Society of News Design awards
- Associated Press Headline Writing - 1st Place Award
- Multiple work-ethic/achievement awards
- Designed pitch deck for major city development project



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WORK EXPERIENCE DETAILS

■ Disclosure Analyst

FBC Mortgage/Acrisure (Orlando, FL): Dec. 2020 - Present

- Prepare, generate and deliver accurate mortgage loan disclosures within TRID guidelines
- Manage requests to disclose updated fees and re-work loans as necessary
- Provide consistent and thorough compliance support to mortgage lending staff by ensuring all regulatory requirements of the TILA/RESPA Integrated Disclosure (TRID) rules are met while following all other regulatory and investor guidelines through disclosing and pricing of mortgage loans

■ Design, Marketing and Sales Consultant

Rise Real Estate Marketing & Media Group (Sanford, FL): July 2019 - Present

- Develop design solutions consistent with customer's preference, needs and budget. Included branding solutions, redesigns, digital and print designs/marketing materials
- Create content and strategies for social platforms
- Establish rapport and obtain client appointments and in-house consultations
- Copy writing and content creation
- Provide complete individualized design solutions based on identified client needs
- Maintain knowledge on current design tools/trends to create modern design solutions
- Coordinate with team to provide exceptional follow-up project service/maintenance to clients
- Involve sponsored marketing and training to create brand awareness
- Coordinate with Lead Copy Writer/Marketing executive on client needs and projects
- Coordinate with videographer/ animator on content creation projects and community and property videos

■ Operations Manager

Ward's Pro Maintenance (Sanford, FL): 2019 - 2020

- Effectively and responsibly work remotely with team members, technicians, vendors and customers
- Manage schedule and calendar for all technicians and incoming works orders/projects
- Dispatch technicians to both daily, monthly and emergency work orders
- Handle incoming and outgoing communication between clients, vendors and contractors
- Maintain spreadsheets and data entry for all scheduled and completed work
- Create estimates and invoicing in QuickBooks for owner/customer review and approval
- Submit/upload assets and all project related needs to service provider/client portal
- Review rates, mileage, NTE increases for every project and incoming work order
- Research and source highest-quality and affordable needed materials for work orders/project needs
- Design and research special projects for both company/staff/client needs
- Apply and setup company with new vendor/service providers
- Create company forms, documentation, presentations and research policy needs/updates
- Create, monitor and maintain social media platforms

■ Content Innovation Team

USA Today Network - Phoenix (Phoenix, AZ): August 2017 - July 2019

- Part of a team of experts in reporting, writing and editing, photography, videography, VR, design, and animation, Presto and digital development and research and prototyping new concepts
- Testing and implementation of new storytelling forms and development of new business products and strategies, challenge tradition across the company, master new technologies and introduce disruptive ideas for consideration
- Pitch new company revenue ideas, ideas for new company tools and innovative ways to present content
- Attend SEO and web analytic metric meetings to learn what content gained the most engagement and traction, apply analytic tactics when designing digital projects
- Design and art direct Google AMP stories during beta testing
- Work and collaborate with UX designers and developers on designing and creating innovative web experiences

Digital and Print Team Leader

USA Today Network - Phoenix (Phoenix, AZ): July 2014 - July 2019

- Design and produce content for social media platforms, digital experiences and print publications
- Art direct digital projects for both *Arizona Republic* and *USA Today Network*
- Manage a team of designers for both daily production and design for print, web and social platforms
- Help lead transitioning *Design Studios* from print only to becoming digitally focused, develop training and resources to guide designers through the transition
- Run *Digital Pioneers Team* to help develop, improve design presentation across digital platforms, and strategize advance planning process
- Art direct special projects for tablet and app
- Attend planning and budget meetings, and collaborate with editors on determining daily content and advanced projects
- Responsible for the art direction of the *Arizona Republic* news cover, sports sections and special projects
- Run daily design meetings for Design Team

Art Director/News Design Team Leader

USA Today Network - Asbury Park (Asbury Park, NJ): August 2011 - July 2014

- Responsible for art direction and daily and news project production for group of seven Northeast division newspapers
- Manage and art direct team of designers in charge of news covers and projects
- Attend daily and monthly planning and budget meetings
- Design news covers and special projects
- Conceptualize illustrations for news content
- Assure daily, weekly and monthly deadlines are met
- Ensure designers have all content needs met
- Coordinate and collaborate with copy editors, photo editors, section editor

Lead Designer

Sun Sentinel Media Group/El Sentinel/Tribune Publishing Co. (Fort Lauderdale, Florida): 2006 - 2011

- Collaborate with mobile team and editors to create and design mobile app content
- Produce daily photo galleries for web
- Write SEO headlines and display copy for web
- Lead designer for *El Sentinel* (company Spanish speaking publication)
- Design covers and special sections for news, business, lifestyle and sports sections
- Conceptualize content and create illustrations
- Art direct photo shoots for News and Lifestyle covers/projects
- Photo editing and photo toning for digital and print

Graphics Editor/Designer

The Gainesville Sun/Gainesville Magazine (Gainesville, FL): 2003 - 2006

- Design infographics, maps and illustrations
- Design section covers and special sections
- Page layout, cover design and illustrations for both publications, as well special projects
- Photo editing and toning for magazine and newspaper
- Design hard book edition for *Gainesville Sun* for 100th year of University of Florida Gator Football

Sales Floor Manager/Account Executive

Access One (Orlando, FL): 1999 - 2003

- Manage sales team, ensuring each rep is meeting monthly goals
- Coordinate with marketing on lead generation
- Set individual sales targets with the sales team
- Oversee the activities and performance of the sales team
- Track sales goals and reporting results as necessary
- Assist in closing sales and closing details
- Handle ongoing training of sales team

References Available Upon Request