

# MIKE WATTERS

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## WORK EXPERIENCE

### Public Information Coordinator / Graphic Designer / Copywriter

Educational Service District 112 (Vancouver, WA)  
July 2008 to present

- Serve as public information coordinator of Kelso School District, a 5,000-student district in Southwest Washington. Kelso duties include:
  - » Develop and implement school district communications and marketing plan.
  - » Manage district publications, media relations, website and crisis communications.
  - » Implement new forms of communication: social networking activities (Facebook, Twitter), Key Communicators network and KSD podcast.
- Coordinate the ESD 112 Regional High School Art Show, including annual awards ceremony and educational program. Coordinate all marketing materials and outreach activities.
- Provide design and writing services for ESD 112 region school districts, including Ridgefield, Camas, Evergreen, Hockinson, Washougal, Stevenson-Carson, Battle Ground and Longview.
- Provide design, writing and marketing assistance for ESD 112 programs.

### Small Business Owner / Freelance Designer

Colby Creative (Columbia, Mo. & Port Townsend, Wash.)  
September 2005 to January 2008

- Design publications and materials for clients in publishing, education, health care, entertainment and the arts.
- Design *Vancouver View* (B.C.), *North Valley* and *Film Music* magazines.
- Provide design assistance, templates and training to small businesses and organizations in Port Townsend.
- Hire and supervise freelance photographers, illustrators and designers for client projects.

### Art Director

Missouri State Teachers Association (Columbia, Mo.)  
November 2004 to August 2006

- Implement new branding for association, including logo redesign.
- Design all statewide print materials, including quarterly magazine, newsletters, brochures, booklets, calendars and promotional items.
- Manage design budget for publications.
- Contract and supervise freelance photographers and illustrators.
- Present workshops to members and staff on communications and design.

### Associate Editor

Missouri State Teachers Association (Columbia, Mo.)  
August 2001 to November 2004

- Manage website content.
- Develop special web features.
- Manage Student-MSTA publications.
- Write and edit for MSTA's magazine, newsletters, legislative bulletin and marketing materials.

### Art Director

*Instinct Magazine* (Los Angeles)  
August 2000 to August 2001

- Design national monthly magazine.
- Design marketing materials.
- Coordinate freelance photographers and illustrators.

### Assistant Editor / Art Director

*Alternative Family Magazine* (Los Angeles)  
January-August 2000

- Design national bimonthly magazine.
- Write and edit magazine features and departments.

## TECHNICAL SKILLS

Highly proficient in Adobe Creative Suite 4, including InDesign, Illustrator, Photoshop and Dreamweaver, as well as Microsoft Office products.

## ORGANIZATIONS/VOLUNTEER

### Citizens for Kelso Schools

- Coordinate print materials and assist with social networking for 2010 levy campaign

### Portland Center for Spiritual Living

- CORE Council Member, 2009-present
- Develop marketing materials, e-mail newsletter and social networking strategies

## EDUCATION

### University of Missouri-Columbia

Bachelor of Journalism (magazine sequence), cum laude  
December 1999

## AWARDS

Association of Educational Publishers' EdPress Awards:  
2006 Finalist in Feature Writing for "The Weird Science of Sleep," from the winter 2005 issue of *School & Community Magazine*.

## REFERENCES

### **Educational Service District 112**

Eric Jacobson, public information coordinator  
owner@irxproductions.com  
(503) 919-9993

### **Missouri State Teachers Association**

Letha Albright, communications director (retired)  
letha\_albright@yahoo.com  
(573) 445-8263

Todd Fuller, communications director (formerly PR manager)  
tfuller@msta.org  
(800) 392-0532

### **Film Music Magazine (Global Media Online)**

Mark Northam, publisher  
mark@gmocorp.com  
(888) 910-7888, ext. 702  
(310) 209-8263, ext. 702

### **Portland Center for Spiritual Living**

Rev. Larry King, senior minister  
revlarry@pcsl.us  
(503) 261-0677