Carol Harper

EDITOR/CREATIVE DIRECTOR/GRAPHIC DESIGNER

Baltimore, MD

CHARPdesigns@comcast.net
office

Accomplished graphic designer, writer, editor, art director, and business development professional with 17 years experience in design, 28 in healthcare/nonprofit, and 13 in commercial and fine arts printing.

Experience

Managing and Digital Editor

Winston-Salem, NC (telecommute)
Feb 2013 - Jan 2019

PainPathways Magazine

- Develop, review, write content for quarterly magazine
- Recruit writers, procure art
- Edit, proofread, coordinate copy and design
- Manage and maintain WordPress website including design and image manipulation
- Write and code monthly eblasts
- Provide monthly website and eblast analytics

Director of Publications

ACADEMY OF INTEGRATIVE PAIN MANAGEMENT

Sonora, CA (telecommute)
Oct 2004 - Oct 2012

• Responsible for budget, staff, strategic plan for the publications department
• Began redesign and managed the Academy website
• Designed, coedited, produced art for, and print-managed all Academy publications, including: quarterly 80 page magazine, The Pain Practitioner (circulation 10,500; see http://www.aapainmanage.org/literature/PainPrac.php), member brochures, direct mail campaigns, material for website
• Created branding for the Academy's annual clinical meeting, which was used throughout the year in all publications and website. Designed and produced all collateral material for annual clinical meeting (approximately 20 pieces, from program books to cd packaging, to signage)
• Designed, wrote code for, and implement Academy's eNewsletter, Pain Management News and Research, a monthly publication, circulation 70,000
• Hired and managed all contracted designers, photographers, other graphic design professionals
• Responsible for all print and web materials for all departments

Director of Consumer Information

AMERICAN PAIN FOUNDATION

Baltimore, Md
Apr 2002 - Oct 2004

• Strategically planned all of APF's publications, which were directed at consumer, clinical, and academic, and donor audiences, including concept, content, design, production, writing and co-writing, editing, print production management
• Provided consultation on APF strategic planning, including fundraising, grant proposals, APF promotional materials, educational materials, project launches and management
• Designed, produced, co-wrote, co-edited APF's newsletter, The Pain Community News, published three times per year, circulation 40,000
• Designed, produced, co-wrote, edited APF's consumer brochures
• Created, designed, produced, wrote, edited APF's monthly E-newsletter, APF Pain Monitor, including management of writers and information sources
• Acted as liaison and collaborator with other major organizations in the areas of consumer information and public awareness
• Designed, wrote, produced presentations to major funders and prospects
• APF representative, Maryland Pain Initiative

Director, Community Program Development

THE JOHNS HOPKINS CHILDREN'S CENTER

Baltimore, MD
Oct 1997 - Oct 2001

• Wrote and designed marketing materials directed at community physicians and health care organizations
• Developed working strategic plan for The Children's Center
• Developed institutional affiliation agreements
• Developed and maintained Pediatric Network with contracting, management of Pediatric Advisory Group, and liaison with Johns Hopkins HealthCare
• Negotiated and implemented clinical service contracts for Children's Center

Contract Coordinator, Women's and Children's Health

UNIVERSITY OF MARYLAND MEDICAL SYSTEM

Baltimore, MD
May 1996 - Oct 1997

• Identified and facilitated development of business opportunities for the Department of Pediatrics, and the Department of Obstetrics, Gynecology and Reproductive Science
• Wrote proposals and/or white papers for these services including their costs
• Contacted existing and potential referral sources including local, regional and national managed care organizations to present product lines for contracting
• Analyzed program/service capabilities in collaboration with physicians, clinical staff, finance, and clinicians to define the product scope of service and financial reimbursement
• Facilitated responses to requests for proposals from managed care organizations

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Editor-in-Chief

WJHU's NOTES (now WYPR)

Baltimore, MD
Mar 1996 - Sep 2000

• Served as editor-in-chief and managing editor
• Managed and supervised staff of 10-12 writers and four photographers
• Conceived and wrote stories and copy, edited stories and copy, directed and edited photography
• Executed all layout and production, print management, communication with advertisers.
• Received Award of Excellence (editorial), The Society for Technical Communications, Washington, D.C. Chapter, 1999-2000
• Received Award of Merit (design), The Society for Technical Communications,
Washington, D.C. Chapter, 1999-2000

Account Manager

NEW YORK LIFE/HEALTHPLUS

Greenbelt, MD
Jun 1995 - May 1996

• Managed all aspects of service for specific accounts containing 17,000 health maintenance organization members
• Coordinated renewals, re-enrollment, and client management services
• Maintained retention rate of 95% while strategizing for in-group growth of greater than 10% and sales of new products to appropriate groups

Business Development Representative

RIDGEVIEW INSTITUTE

Atlanta, GA
Jun 1990 - Jul 1995

• Marketed hospital's programs and services through direct contact with employers, Employee Assistance Professionals, insurance companies, physicians, managed care organizations, hospitals, and social service agencies
• Initiated and maintained contractual agreements with payors
• Worked with employers to establish Employee Assistance Programs
• Was liaison between patients, employers, physicians, and managed care organizations
• Edited marketing and educational materials

Sales, Production Manager, Cost Estimator

Boston, Houston, Atlanta
Sep 1977 - Jun 1990

PRINTING INDUSTRY EXPERIENCE

SALES REPRESENTATIVE • AMERICAN GRAPHICS • Atlanta, Georgia
• Sales and service of quality sheetfed process printing
• Personal annual sales: $725,000

SALES REPRESENTATIVE • RIVERSIDE PRESS • Houston, Texas
• Managed sales and service of quality sheetfed process printing
• Personal annual sales: $650,000

ESTIMATOR • THE NIMROD PRESS • Boston, Massachusetts
• Planned and estimated quality sheetfed process printing for $20 million in annual sales

ESTIMATOR/PRODUCTION • THOMAS TODD COMPANY • Boston, Massachusetts
• Planned and estimated museum quality sheetfed duotone and process printing
• Provided customer service, production management, and billing for $15 million in annual sales

Education

MA Writing and Publications Design

Baltimore, MD
Jan 1998 - Jun 2001

University of Baltimore

Certificate in Public Communications

Boston, MA
Jun 1977 - Sep 1977

Boston University School of Public Communications

BA English Literature

Wesleyan University

Middletown, CT
Sep 1973 - Jun 1977

Magna Cum Laude

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