

# CAROLINE RUTLEDGE ARMIJO

## PROFESSIONAL EXPERIENCE

### **MerriMail Partnership**

Washington, DC

**April 2006 – present**

*Co-founded the first creative living subscription gift service, which features a gift and newsletter in each issue  
Design and produce logos, brochures, quarterly newsletter and web site*

### **caroline's fortunehearts Sole Proprietor**

Washington, DC

**February 1997 – present**

*Created and manage online design, stationery and gift business  
Design and produce logos, brochures, magazines, newsletters, and personalized wedding and party favors  
Clients include AAUW, Sightline, Agile Arc, Underdown Ball and Associates, Calvary Baptist Church, The Forge Institute, Rogers Benefit Group, Wakeford & Associates, The Education Consulting Team, Celebrations, Inc., Down South BSE Magazine, and Mebane Packaging Group*

### **Paper Source Workshop Instructor and Sales Associate**

Washington, DC

**September 2005 – present**

*Served as workshop leader and teaching assistant for hands-on learning opportunities on creative do-it-yourself projects, including paper portfolios, paper flower gardens, innovative invitations and Gocco screen printing  
Part-time sales associate at the premiere seller of fine handmade papers from around the world  
Created original project ideas using materials for in-store demonstrations*

### **National Early Childhood Technical Assistance Center at the FPG Child Development Center of the University of North Carolina Publications Coordinator and Web Specialist**

Chapel Hill, NC

**October 2000 – September 2006**

*Designed new identity for organization, including letterhead, promotional materials, displays and web interface  
Designed, edited and produced products for wide dissemination, including annual state resource guides, monographs, topical publications, resource packets, bibliographies and marketing materials  
Developed appropriate graphics and meeting materials for various meetings, including the 2001, 2002, 2003 and 2005 National Early Childhood Conferences, co-sponsored by the Office of Special Education Programs  
Marketed publications and products via electronic media, professional journals, flyers and other strategies  
Designed new identity and marketing materials for DC Child Find and CARE Center, a program of DC public schools  
Designed and edited response to RFP for \$18 million contract with the federal government  
Collaborated with Web team on the development and maintenance of the NECTAC Web site*

### **North Carolina Division of Parks and Recreation Publications and Web Specialist**

Raleigh, NC

**October 1999 – October 2000**

*Managed the publications program and web site for 34 state parks throughout North Carolina  
Produced educational, promotional and technical materials for various agencies within the division  
Created printing budget and supervised entire printing process for parks system  
Designed layouts and contributed articles to The Steward, the Division's monthly newsletter  
Developed the Million Acres Plan web site for Governor Hunt's initiative to preserve open space*

### **Mebane Packaging Group Marketing Specialist**

Mebane, NC

**April – October 1999**

*Coordinated internal and external communication for \$130 million packaging company  
Designed and edited English and Spanish versions of internal newsletter for 1,000 employees at seven locations  
Designed marketing materials and sales presentations for national and international companies, including Bausch & Lomb, Glaxo, Novartis, Schering-Plough, SmithKline Beecham and Target*

### **DoubleTake Magazine, Center for Documentary Studies at Duke University Marketing Assistant**

Durham, NC

**January 1998 – April 1999**

*Promoted national, award-winning magazine to primary audiences of educators, booksellers and consumers  
Designed marketing materials sent to 60,000-plus subscribers and magazine distributors  
Designed fundraising book sent to potential donors of \$10,000 or more  
Researched potential editorial artwork for non-fiction pieces to be used in the magazine  
Developed national conference and exhibits program; responsibilities included booking conferences, creating display materials, and representing products at conferences*

## EDUCATION

### North Carolina State University

August 1999 – December 2003

*Masters of Arts, Liberal Studies - Concentration in cultural institutions and lifelong learning;  
Final project – book proposal on modern art and play, which describes the life of six modern artists and their artwork*

### University of North Carolina at Chapel Hill

August 1992 – May 1996

*Bachelor of Arts, Journalism and Mass Communication - Concentration in advertising*

## PUBLICATIONS

Danaher, J. & Armijo, C. (Eds.). (2005). Part C updates. Chapel Hill: The University of North Carolina, FPG Child Development Institute, National Early Childhood Technical Assistance Center.

Danaher, J., Kraus, R., Armijo, C., & Hipps, C. (Eds.). (2005). Section 619 profile (13th ed.). Chapel Hill: The University of North Carolina, FPG Child Development Institute, National Early Childhood Technical Assistance Center.

Danaher, J. & Armijo, C. (Eds.). (2004). Part C updates. Chapel Hill: The University of North Carolina, FPG Child Development Institute, National Early Childhood Technical Assistance Center.

Danaher, J. & Armijo, C. (Eds.). (2003). Part C updates. Chapel Hill: The University of North Carolina, FPG Child Development Institute, National Early Childhood Technical Assistance Center.

Danaher, J., Kraus, R., Armijo, C., & Hipps, C. (Eds.). (2003). Section 619 profile (12th ed.). Chapel Hill: The University of North Carolina, FPG Child Development Institute, National Early Childhood Technical Assistance Center.

Rutledge, C. (2000). Memaw's Popcorn Bowl. No Straight Roads. Danbury, NC: Stokes County Arts Council.

Writing samples are available online at <http://www.fortunehearts.com/writingsamples.php>

## SKILLS

*InDesign Photoshop ImageReady Illustrator HTML CSS GoLive Word PowerPoint Acrobat*

## SHORT COURSES

*Ladies Who Launch Incubator with Robin Wilson, April 2006*

*Series of Pop-Up Book Classes with Paul Johnson, San Francisco Center for the Book, February 2006*

*Presenting Data and Information with Edward Tufte, August 2003*

*Dreamweaver MX: Introduction, UNC CIT, July 2003*

*WebAIM Online Web Accessibility Training, April 2003*

*The Essentials of Prepress and Print Production, August 2001*

*Photoshop 5.0: Introduction, Intermediate Editing, Selection Techniques, Layers, and Image Correction, UNC CIT, April 2001*

*Managing Corporate Brand Identity, Duke Continuing Education, May 1999*

*Managing Multiple Projects, Objectives & Deadlines SkillPath Seminar, May 1997*

*Lucy Daniels Foundation Creativity Short Courses, October 1996-May 1997*

*Accessing Your Creativity with Sue Anderson, June 1995*

## EXHIBITS

*reDISCOVERed ART, a community art project, Durham Arts Council, Durham, NC August-October 2004*

*Mongo Road Show, Scrap Exchange, Durham, NC, July-August 2004*

*Solo Art Exhibit, Scrap Exchange, Durham, NC, January 2004*

*"Body Imaging," student exhibition, The Hanes Art Center, UNC, Chapel Hill, NC, May 1996*

## COMMUNITY SERVICE

### The Scrap Exchange Durham, NC

January 2001 – June 2005

*Executive Board Member and outreach staff member for local non-profit creative reuse center*

*Represented the board to the community at various local outreach events*

*Designed web site, advertisements and flyers for outreach programs and place ads with various local media groups*

### In2Books.org Washington, DC

September 2003 – May 2005

*Volunteer literacy mentor for Washington, DC elementary school children*

## INTERESTS

*objects and personal history*

*play and creativity*

*cultural institutions and lifelong learning*

*environment*