

DaraLyn J McColl

53 Phinney Street • Gorham, Maine 04038 • 207.332.1342 • daralynmccoll@gmail.com

Professional Summary and Experience

A diverse creative consultant, graphic artist, and educator experienced in the application of technical and creative abilities valuable for multiple creative projects. Chooses to effectively use positive interpersonal skills through the creation and collaboration with teams and customer service. Exceptionally skilled in creating imagery, meeting projects and production timelines. An exceptional administrative leader that successfully manages others through the process of completing tasks, maintaining budgets and tight deadlines. An extremely detailed-oriented, organized role model who can easily juggle multiple projects, events and diverse personalities with grace within a face pace work environment.

VILLAGE ELEMENTARY – GORHAM SCHOOL DEPARTMENT

75 South Street, Suite 2, Gorham, Maine 04038

Contact: Brian Porter, Administration. • (207) 222-1300

brian.porter@gorhamschools.org

August 2016 - January 2022

My Title/Position: Alternative Education Program Specialist

- Trained in Positive Behavior Interventions (CITI 4 years) (interviews, observations and strategy implementation through teaching and collaboration of others.
- Designed and implemented Authentic Learning Units, Project Based Learning Units and Service Learning Units
- Researched Paper on the Benefits of Alternative Education and Students
- Disciplinary Literacy Unit Created (the Arts integrated in academic vocabulary)
- Social-Emotional Learning Training
- Summer 2020 integrated state standards to all alternative education programming learning opportunities
- Implemented the Proficiency based academics and social skills for the Alternative Education program at Village Elementary School K-5th offering resources and support for student academic engagement and attendance encouragement
- Maintain data on student successes, assessments and observations.
- Support enrichment learning opportunities in visual and performing arts, math, music, language arts, social studies, and science through collaboration with teachers, specialists and administration.
- Authentic Learning Opportunities combining academics to real life careers
- Art Integration with general education classroom units of study
- Field trips (Virtual and Onsite) for experiential learning (Planned and Implemented)
- Village Elementary School Alt Ed Collaboration with others
- Member of the Gorham School District Alternative Education Committee
- Member of the Village Elementary Leadership Team
- Applied and received grants per year in this role
- Built strong and positive relationships with other through flexibility and collaboration

VILLAGE ELEMENTARY SCHOOL

12 Robie Street, Gorham Maine 04038

Contact: Brian Porter, Administration

brian.porter@gorhamschools.org

August 2015 to January 2022

My Title/Position: Communication Coordinator

- Facilitator of the Student-Led school newspaper, The Village Times
- Assist students with writing, interviews, videos, and inspirational student stories
- Photography, Ad creation for social media pages with school activities and events

GORHAM SCHOOL DEPARTMENT

75 South Street, Suite 2, Gorham, Maine 04038

Contact: Diane Knott, Gifted and Talented Coordinator • (207) 222-1376

diane.knott@gorhamschools.org

August 2014 - June 2015

My Title/Position: Gifted and Talented Support

- Meet with students in four of five schools in the Gorham School District K-8th grade offering gifted and talented resources and support
- Offering enrichment learning opportunities in visual and performing arts, math, language arts, social studies, and science.
- Authentic Learning Projects include learning design software, coding, illustration, and enrichment art projects
- Art Integration with general education classroom units of study
- Planning, implementing and collaborating to host the Celebration of Creativity Show for Sketchbook project including students from Elementary, middle and high schools within the Gorham School District.

WELLS PRINTING COMPANY

6030 Perimeter Parkway, Montgomery, AL 36116 • (334) 281.3449

Contact: Irvin Wells, President and Owner • iwells@wellspring.com

My Title/Position: Graphic Artist

April 2002 until March 2003

- Assists Clients, Sales Representatives, and Customer Service
- Representatives with the designing of collateral as well as preparing camera ready digital files for printing using the image setter or direct-to-plate systems.

JACKSON HOSPITAL AND CLINIC, INC

Public Relations Department

1725 Pine Street, 4-South Montgomery, AL 36106 • (334) 293.8799

Contact: Victoria Jones, VP of Operations • vicky.jones@jackson.org

My Title/Position: Art Coordinator / PR Assistant • December 1998 to April 2002

- Assist hospital departments and physician offices with marketing collateral
- Seat on the Editorial Board for the Caduceus Courier
- Assist in the planning of Public Relations events within the Montgomery, Alabama community
- Interim Chairperson for a Jackson Hospital community service planning committee - Projac
- Manage a variety of ongoing projects and tracked those projects to meet deadlines appropriately.
- Design and implemented an archiving system to maintain and backup printed material in an organized, clear, and readily accessible
- Design and critique the Caduceus Courier, a Jackson Hospital interoffice newsletter as well as proof and edit the Jackson Hospital Partners Magazine in blue-line format.
- Print bidding for consistent high quality printing and maintain budget

HEALTHSOUTH Corporation

One HealthSouth Parkway, Birmingham, AL 35242 • (800)765.4772

Contact: Gray Richardson, Art Director of Marketing

My Title/Position: Graphic Designer • July 1998 to October 1998

- Design, proof, and critique marketing collateral and publications
- Attending planning meetings for long-term marketing communications

Gayfers/JB White (acquired by Dillard's, Inc. in 1998)

3030 Eastdale Mall, Montgomery, AL 36117 • (334) 279.0052

Contact: Jay Sailors, Preflight Manager • jandesailors@bellsouth.net

My Title/Position: Graphic Designer

September 1996 to July 1998

- Organize and design of specific gender publications and advertising. (The marketing department was responsible for 30,000 inches of advertising per month.)
- Attend marketing/advertising presentations/critiques presented to the Vice President of Merchandising, the Marketing Director, the Art Director, retail buyers and marketing/advertising designers.
- Directing/overseeing photo shoots.
- Preparing film and veloxes to ship to printers, other stores, and local newspapers for advertising placement.
- Research the current National trends and competitive advertising.

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Freelance Graphic Design

Peace Lutheran School

750 NW 23rd Lane • Okeechobee, FL 34972
Contact: Karen Smith, Director • peacelutheranschool@yahoo.com
p. 863.763.7566
Marketing Collateral
2017 to Present

Greater Portland School of Jukado

821 Main Street, Westbrook, Maine
Contact: Allan Viernes, Owner • aviernes@maine.rr.com
Marketing Collateral
2017

Maine Educators of Gifted and Talented (MEGAT)

Contact: Diane Knott, State Board of Directors, Vice President
dianeknott@gorhamschools.org
Website Update using WordPress
2016 - 2017

Dance Studio of Maine

6 School Street, Gorham, ME • (207) 839.6161
Contact: Trish Moulton, Owner/Director • office@dancestudioofmaine.com
Marketing Collateral and Web Banner Designs
2015 - 2019

Converged Networks, Inc.

Montgomery, Alabama
Contact: Scott Rosen • scott@cnisoutheast.com
Design Marketing Collateral
Apr 2015 - Dec 2015

Baptist Health Foundation

Birmingham, Alabama Area
Contact: Paige Connell, Executive Director • pconnell@charter.net
Designing various marketing collateral per request.
2014 - 2016

Gorham Arts Alliance

Position Vice President of Marketing • Board of Directors
After School & Summer Art Camp Teacher
34 School Street, Gorham, ME • (207) 318.0584
Contact: Amy Valentine, President • avalentine_cis@yahoo.com
Marketing Collateral for newly established Non-Profit Organization
2013-2015

Montgomery YMCA

Montgomery, Alabama • (615) 876.7878
Contact: Angela Williams • angela@usdresults.com
Print and Digital Marketing Collateral for 13 locations
2005 - 2012

US Direct Inc.

7203 Old Hickory Blvd, Whites Creek, TN 37189 • (615) 876.7878
Contact: Angela Williams • angela@usdresults.com
Marketing and Promotional Collateral for multiple businesses
2005-2012

Gorham Cooperative Preschool

PO Box 175, Gorham, ME 04038
Contact: Theresa Connolly • theconnollyclan@yahoo.com
Advertising/Marketing Collateral
2011

See of Glass Window Cleaning

PO Box 42, Salem, AL 36874 • (334) 468.0165
Contact: Heather and Chris Mitchell • heather@seeofglass.com
Advertising/Marketing Collateral
2014

Parkinson Association of Alabama, Inc.

Birmingham, AL 35259 • (205) 212.0545
Contact: Paige Connell, Executive Director • pconnell@charter.net
Fundraising Collateral
2009

BibBaby Company

Montgomery, AL • (866) 822.4908
Contact: Sabrina Russell Owner/Creator • sabrina@bibbabycompany.com
Logo and Marketing Collateral
2008

Priester's Pecans

80 Bishop Street, Fort Deposit, AL 36032 • (334)657.3223
Contact: Ellen Burkett / Co-Owner • ellenburkett@priester.com
Packaging and T-shirt Project
2008

Wells Printing Company

6030 Perimeter Parkway, Montgomery, AL 36116 • (334) 281.3449
Contact: Irvin Wells, President and Owner • iwells@wellsprinting.com
Multiple Client Marketing Collateral Designed and Printing Setup
2007-2008

Montgomery Academy

3240 Vaughn Road, Montgomery, AL 36106 • (334)272.8210
Contact: Marie Harrington • Harrington.m@montgomeryacademy.org
Alumni Collateral Project
2007

Children's Health System

1600 7th Avenue South, Birmingham, AL 35233 • (205) 558.2947
Contact: Adam Kelley, APR Corp. Communications Manager
Adam.Kelley@chsys.org
Community Awareness Poster Design
2005

ALFA Insurance / ALFA Builders

2108 E. South Blvd., Montgomery, AL 36116 • (334) 394.3000
Contact: Conni Barnett, Corporate Marketing Director/Real Estate Investments
CBarnett@alfains.com
Brochure Design
2004

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EDUCATION

University of Southern Maine

96 Falmouth St, Portland, ME 04103

Masters in Science in Education Leadership

Concentration: Organizational Leadership

University of Southern Maine

96 Falmouth St, Portland, ME 04103

K-12 Art Education Certification

Concentration: Educator

Auburn University

College of Liberal Arts

Auburn AL 36849 • (334) 844.4000

Degree of Bachelor of Fine Arts 1995,

Concentration: Visual Communications

Minor: Art History

Foley High School

Foley, Alabama

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SKILLS

Branding strategies	Production layouts
PC and Mac platforms	Print Bidding
Photography composition	Image manipulation
Digital design and imagery	Interpersonal Communication
Adobe Creative Suite	Excellent Communication
Social Media Design	Copywriter/Editor
MicroSoft Office	Data Collection

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ORGANIZATIONS

Phi Kappa Phi

University of Southern Maine Alumni

Maine Art Education Association (2017)

Maine Educators of Gifted and Talented

AIGA - The Professional Association for Design

Auburn University Alumni