

Pam Tremble

CREATIVE DIRECTOR • SENIOR GRAPHIC DESIGNER

I'm the type of creative leader who works shoulder-to-shoulder with my team, clients, and colleagues to see a project through to the end. Give me a great big messy problem and I'll line up the steps to an innovative solution and create a collaborative work environment where everyone is excited to work together toward the goal. I excel in leading teams for graphic design, video production, and frontend web management.

pstremble@gmail.com

(989) 284-3110

Saginaw, Michigan

PORTFOLIO

TrembleDesign.com/my-work

EXPANDED RESUME

TrembleDesign.com/resume

LINKEDIN

LinkedIn.com/in/PamTremble

CORE COMPETENCIES

- Creative Direction & Leadership
- Brand Management
- Workflow Development
- Project Management
- Client Communication
- Event Planning & Coordination

TECHNICAL SKILLS

- Graphic Design
- Video Production
- Frontend Website Management
- Marketing Plan Development
- Brand Development
- Copywriting

SOFTWARE PROFICIENCIES

- Adobe InDesign, Illustrator, Photoshop
- Adobe Rush
- Adobe Express & Canva
- Microsoft Office
- WordPress
- Asana

WORK EXPERIENCE

CREATIVE DIRECTOR • CREATIVE OPERATIONS OFFICER

Oakland County, Michigan | Public Communications Department
2020 – Present

Creative Direction & Leadership: Leading a dynamic team specializing in graphic design, video production, and frontend website management. Collaborated with partner departments to provide creative services and ensure brand consistency.

Communication: Spearheading strategic communication initiatives, overseeing workflow development, brand management, and delivering high-quality digital and print graphic design services. Directing multi-media video production for marketing videos used in high-profile presentations, social media, and special events.

Website Redevelopment: Lead the successful migration and redesign county's 3,200-page website, OakGov.com, transitioning from SharePoint 2013 to a custom-built CMS. This transformation, conducted in collaboration with the Information Technology Department, CMS vendor, and 175 countywide stakeholders, showcased a commitment to innovation and user experience.

COVID Education: Executed the development of the award-winning COVID-19 Public Health educational website during the pandemic to communicate safety guidelines, testing, vaccine waitlists and scheduling, and reopening toolkits for schools and businesses.

Marketing Campaigns: Effectively managed \$1.5M in contracts with an external marketing agency, orchestrating five campaigns focused on safety and compliance. These campaigns were awarded numerous honors including the Michigan PACE Pinnacle Award.

New Department Development: Collaborated closely with executive administration in 2020-21 to establish a the county's first centralized communications department including the development of an organizational chart, creating job descriptions, designing workflows, and developing the inaugural \$2.8M department budget.

Key Skills: Leadership | Workflow Development | Brand Management | Interpersonal Communication | Cross-Department Collaboration

SENIOR GRAPHIC DESIGNER

Oakland County, Michigan | County Executive Administration
2011-2020

Brand Development: Developed the first visual identity system for Oakland County including the development of a secondary logo, brand standards guide, standardized fonts, stationery and brand assets. Worked closely with the legal department to narrow the number of registered trademark logos from 60+ to 37 across all county departments and programs.

Presentation & Event Design: Collaborated with County Executive to steer the creative direction for the annual State of the County Address. Crafted all graphic elements shown during the televised presentation.

Marketing Material Design: Engaged in personalized collaboration with 13 countywide departments, including Veterans Services, Animal Shelter & Pet Adoption Center, Economic Development, Management & Budget, and County Executive to develop materials tailored to convey each department's unique messages.

Environmental Design: Designed and executed large-scale environmental graphic installations, leaving a lasting impact on spaces such as the county campus water tower, Animal Shelter lobby, and citywide events like Fire & Ice Festival in Rochester.

Key Skills: Graphic Design | Problem-Solving | Client Communication | Analytical Skills | Time Management

EXECUTIVE ASSISTANT

Oakland County, Michigan | Media Relations
2001-2011

Media Relations: Executed the publication of press releases and assisted with press conference coordination, handling logistics, and ensuring smooth execution to maximize media coverage.

Event Coordination: Played a pivotal role in assisting with community events, showcasing attention to detail in executing successful initiatives that strengthened community relations.

Key Skills: Communication Liaison | Correspondence Management | Media Relations | Confidentiality

BUSINESS OWNER

FREELANCE GRAPHIC DESIGNER

Tremble Creative Services LLC | 2011 - Present
TrembleDesign.com

Delivering comprehensive design solutions across various business domains. With a focus on precision, creativity, and client satisfaction, I have successfully executed projects spanning brand development, logo design, website design, book cover design, interior typesetting, marketing campaigns, social media management, and event design.

FOUNDER & COMMUNITY BUILDER

Stationery Nerd | Website, YouTube channel, Facebook group | 2017-Present
StationeryNerd.com

As the passionate founder of Stationery Nerd, I've cultivated a niche community that extends beyond a mere appreciation for stationery – it's a celebration of creativity, nerdiness, and genuine connection with like-minded enthusiasts. Key achievements include brand collaborations; publishing a diverse range of guided journaling books and trackers; managing an e-commerce shop for digital and physical products; nurturing a growing community of more than 30,000 members, and an email list of 3,500 subscribers.