

# Office of Marketing & Communications

Associate Vice President for Marketing and Communications  
Elizabeth Young

## Design & Creative

- ◆ Senior Director of Marketing and Brand Strategy  
Steve Janiak

Senior Graphic Designer  
Kim King

Marketing Manager  
Daron Wolf

Photographer/Videographer  
TBD

Design: Graphics, logos, icons (print and web), logo lockups, photography, advertisements, Carthage swag items, campus signage

Print Projects: Brochures, flyers, posters, postcards, invitations, event programs, Admissions mailers

The Carthaginian magazine:  
Layout and design

## News & Storytelling

- ◆ Director of Content Development and Strategy  
Traci Parker

Senior Writer/Editor  
Mike Moore

Public Relations Manager  
Brandon Rook

Editorial Assistant  
TBD

Carthage News: News articles, feature stories, press releases, media pitches

Profiles and Testimonials: Student Voices, alumni profiles, faculty bios

The Bridge

The Carthaginian magazine:  
Stories and editing

## Web & Social Media

- ◆ Digital and Social Content Manager  
Tom Applegarth

- ◆ Digital Communications Specialist  
Samantha Ornig

Graduate Assistant  
Madeline Gronset

Social Media: Carthage College Facebook, Instagram, YouTube, Snapchat. MyCarthage Instagram.

Website: Carthage.edu website, academic department websites, office websites

Email newsletters: Alumni, parents/families, fine arts