

## David W. Morrell, MS

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### Education

**MS Management—Public Administration**, Wilmington College, Dover, Delaware, 2000 (Concentration Communications) 4.0 GPA, Sigma Beta Delta National Honor Society

**BS Business and Finance**, Mt. St. Mary's College, Emmitsburg, Maryland, 1982 (Minor in Art/Art History) Magna Cum Laude, Delta Mu Delta National Honor Society, Delta Epsilon Sigma National Honor Society, George Henry Miles Honor Society

### Experience

#### 1994-Present **Delmarva Foundation for Medical Care, Inc.**

*Senior Creative Designer/Communications/Public Relations/Publications Manager* -- Responsible for all aspects of corporate communications in both print and electronic media. Developed, designed, and integrated a corporate branding strategy including developing an updated logo and corporate appearance standard. Researched and composed a comprehensive corporate communications plan including an annual publication schedule; a budget for printing, promotion and advertising; and an advertising and promotion strategy. Art direct, design, edit, and produce corporate annual reports (three per year) and numerous large-scale full color and multi-color project status reports, newsletters, and publications. Work closely with Vice President for Business Development to develop and execute designs and communications strategies for multi-million dollar proposal responses. Manage process of specifying printing requirements, obtaining bids for production, and project planning for all documents produced for the company by outside vendors. Consult with all project managers and provide creative direction--planning and executing all graphics and publication requirements for corporate contracts. Developed corporate web site and created all web-based graphics for more than 15 Internet and Intranet sites managed by Delmarva. Create presentations and brochures for projects and marketing communications using in-house and external production techniques. Prepare press releases and marketing communications for distribution to news media, the Board, potential partners, and corporate stakeholders. Manage budget and purchasing for the business development process.

#### 1994-Present **Freelance Designer/Consultant**

*Freelance Graphic Designer/Illustrator/Communications Consultant* -- Illustrator and designer utilizing traditional and state-of-the art techniques. Design logos, signage, brochures, and promotional items. Illustrate articles in magazines, children's books, and advertising material. Design and illustrate for silk-screening process. Develop strategies for branding, promotion, and advertising. Web design. Clients include: Unisys, Inc., Big Bats Cafe, Talbot Hospice, Mid-Atlantic Maritime Festival, Chesapeake Bay Magazine, Papillion Agricultural Products, SeaWatch International, Tred Avon Players, The Protocol Group, Fun Space, The Delaware Art Museum, Zutz Insurance and Professional Liability Insurance, Cooke's Hope, RWL Builders, Robins' Nest Garden Center, Broadcreek Bed and Breakfast, and Blue Heron Cove at Mt Misery B and B.

#### 1994-1996 **Chesapeake Community College, Wye Mills, Maryland**

*Associate Faculty Instructor* -- Instructed students in presentation graphics and presentation skills in a credit course using PowerPoint 4.0 in both Macintosh and PC environments.

#### 1993-1994 **Easton Design and Advertising, Easton, Maryland**

*Partner*—Developed communications and branding strategies as part of a two-person design agency. Created signage and display graphics. Developed print collateral materials and illustrations for a wide variety of commercial customers.

#### 1991-1992 **Air National Guard Readiness Center, Andrews AFB, Washington, D.C.**

*Combat Ammunition System Program Manager* -- Active duty advisor providing guidance to 94 units and headquarters on munitions accountability and computer operations. Installed and managed AT&T 3B2 UNIX command and base level computer system.

- 1989-1991 Maintenance Officer (Captain), Homestead AFB, Florida**  
*308<sup>th</sup> Aircraft Maintenance Unit, Officer in Charge* -- Directed 250 technicians maintaining 27 F-16 C/D fighters. Scheduled maintenance and flying; personnel and training; and managed supplies and facilities for the unit. Prepared and delivered management briefings to senior officers.
- 31<sup>st</sup> Munitions Maintenance Branch, Officer in Charge* -- Managed four units responsible for receiving, storing, inspecting, maintaining, and delivering all tasked munitions for two F-16 fighter squadrons. Directed computer mainframe operations for the maintenance branch. Controlled 117-acre area with 27 storage facilities housing \$78 million in munitions inventory and 109 personnel.
- 1987-1988 487th Tactical Missile Maintenance Squadron, Comiso AS, Italy**  
*Munitions Accountable Systems Officer* -- Maintained accountable records for Ground Launched Cruise Missiles. Forecasted, distributed, controlled, and inventoried all munitions. Developed and executed management plans for removing weapons from Sicily supporting the 1987 Intermediate-Range Nuclear Forces Treaty with the USSR. Escort officer for Soviet on-site visits.
- 1985-1987 380th Munitions Maintenance Squadron, Plattsburgh AFB, New York**  
*Munitions Accountable Supply Officer* -- Managed munitions for the largest wing in the Strategic Air Command. Coordinated and executed Special Assignment Airlift Missions for moving special weapons throughout the command.
- 1985 Intergraphics Press, Wilmington, Delaware**  
*Account Executive* -- Acquired and serviced accounts following customer requests through the printing process. Provided consultation on paper stock, ink, binding, and finishes.
- 1983-1984 H. Galperin Associates, Wilmington, Delaware**  
*Account Executive and Designer* -- Serviced accounts providing plans for advertising strategy. Designed and illustrated brochures and advertising. Developed logos and promotional material.
- 1980-1982 TAB Books, Inc., Blue Ridge Summit, Pennsylvania**  
*Designer and Illustrator* -- Designed direct mail advertising and promotional catalogs. Illustrated book covers and text. Developed branding and print advertising for book clubs and product lines.

## Computer Experience

PC and Macintosh Operating System experience, Microsoft Office Applications, Adobe Creative Suite (Illustrator, PhotoShop, InDesign), Adobe PageMaker, Corel Design Suite (CorelDraw!, CorelPaint), Macromedia Studio MX Suite (Flash, Freehand, Dreamweaver), File Transfer Protocol, basic web programming and database management. Wacom Tablet interface. Skilled from a basic to expert level in most design and page layout programs. Familiar with basic computer hardware configuration and troubleshooting as well as color/bw laser printer maintenance. Familiar with Internet Security and Virus protection software. Digital photography, video editing, and production at a working level. Member National Association of PhotoShop Professionals (NAPP).

## Awards

Creativity Revealed Design Contest Winner, HOW Design Conference 2005; Corporate Award for Graphics—Chesapeake College Art Show 2000; WWW Health Awards Silver Website Award (1999); Mature Media Merit Award for Graphic Design (1999); Travioli Award for Excellence in Art (1992); U.S. Air Force Commendation Medal with three Oak Leaf Clusters (four awards); National Defense Service Medal; 1990 Lt. General Leo Marquez Award for Outstanding Munitions Maintenance Officer of the Year (Worldwide, Tactical Air Command, 9<sup>th</sup> Air Force, and 31<sup>st</sup> Fighter Wing); Company Grade Officer of the Year 1991 (31<sup>st</sup> Fighter Wing); Commander-in-Chief Trophy Winner 1990 (Squadron Officer School).