

Graham Rutherford

Portfolio: <https://grahamrutherford53.wixsite.com/mysite>

grahamrutherford530@yahoo.com

Education

BA, Media and Information (TV, Cinema & Radio)

September 2013 - May 2017

Michigan State University, East Lansing, MI

MA, Media Design

September 2020 – August 2021

Emerson College, Boston, MA

Experience

Communications & Outreach Specialist

February 2023 – December 2025

Joint Genome Institute at Berkeley Lab, Berkeley, CA

- Utilized internal and external communications to extend outreach efforts to minority serving institutions (MSI) and further develop partnerships.
- Managed event organization(workshops) and designed promotional materials (handbooks) for the interns and educational partners to drive an organized and cohesive internship program.
- Supported JGI mentors throughout their journey and ensured they have the support needed to mentor in-person and/or remote interns through project management tools (JIRA, spreadsheets) .
- Developed and promoted stories (blogs, videos, web design) targeting a next generation workforce development audience that highlights JGI intern and mentor experiences.
- Assisted in UX/UI design of the institutional website and made editorial changes regularly
- Identified and tested metric models that could support the growth and substantiate return on investment of JGI educational partnerships via analytical tools (Google Analytics)
- Maintained and updated information toward developing the JGI Alumni Network via LinkedIn.

Communications Specialist

July 2024 – February 2025

ESnet at Berkeley Lab, Berkeley, CA

- Assisted with updating website and content strategy
- Assisted with Annual Report production and website integration
- Used coding(html/css) to fix/redirect broken 404 links
- Developed and promoted stories (blogs, videos, web design) about current interns
- Curated and designed monthly social media posts through ESnet's media channels

Digital Marketing Coordinator

September 2021 – September 2022

Cultural Intelligence Center, Bingham Farms, MI

- Updated and maintain multiple Wordpress websites as needed
- Created and designed microsites and landing pages for company events
- Utilized Photoshop, InDesign, and Illustrator to curate graphics, flyers, brochures, and templates for related marketing materials
- Used Premiere Pro to edit and curate videos for promotional marketing materials
- Provided assistance with internal communications when needed

Communications & Logistics Associate

September 2020 – August 2021

Emerson College, Boston, MA

- Ran social media pages for the University Media Lab
 - Instagram: @engagelab

- Twitter/X: @EngageLab
- Ran general communications for the Media Design program
- Coordinated speaker series events for the Media Design program
- Wrote articles documenting the Media Design students and the program for the University Media Lab
- Coordinated 2021 Virtual Social Justice & Media Symposium + wrote copy for website

Marketing Analyst

October 2018 – July 2020

Retail Bloom, Rochester Hills, MI

- Wrote content/updated listings with images & videos for clients on Amazon
- Managed spreadsheets with large amounts of data(products, product SKUs/ASINS/etc.)
- Designed A+ Pages and Amazon stores
- Consistently used Adobe Photoshop and Premiere Pro to curate/edit graphics and videos for clients
- Worked in-depth with the Salsify platform to manage content
- Communicated effectively with clients regarding their Amazon content needs and completed them on time

Skills

Proficient in Adobe XD, Photoshop, InDesign, Illustrator, Premiere Pro, Canva, Microsoft Word, Excel, PowerPoint, Keynote, Wix, Sketch, Miro, Wordpress, PandaDoc, Google Analytics, Adobe Analytics, Sharepoint