



## Core Competencies

Graphic Design • Branding • Digital Marketing Strategy • Web Development & CMS (WordPress, Drupal) • Social Media Marketing & SEO/SEM • Project Management & Team Leadership • Analytics & Reporting • Print & Digital Production • Adobe Creative Cloud

## Professional Experience

**U.S. Dept. of State | Diplomatic Security PA - Graphic Designer I (Contractor, TTI Corp.)** | Arlington, VA | Mar 2021 – Present

Lead designer for the world's largest police force, creating high-impact graphics and visual solutions for diverse projects including website development, digital media, and print.

- Designed new logo, branding, visual identity, and a comprehensive standards manual.
- Collaborated with senior staff, architects, agents, and project managers to modernize reception area, and digital & print assets.
- Achieved a consistent look across materials using standardized design elements.
- Currently hold Level 2 security clearance.

**Carpenter's Shelter - Communication & Development Associate** | Alexandria, VA | Jul 2020 – Mar 2021

Developed web content, coordinated and wrote grant proposals, and led digital fundraising initiatives.

- Managed the shelter's first digital event, raising over \$40k using custom-built videos and website landing pages.
- Secured \$180k in grants and over \$120k in Google Ads grants for increased shelter awareness.
- Aligned digital needs with appropriate vendors and improved web content and design.

**Cvent - Team Lead – Corporate Presentations, Creative** | Vienna, VA | May 2019 – May 2020

Created sales, marketing, and training presentations for C-suite executives and trade shows.

- Developed new PowerPoint templates and training materials, ensuring consistency with corporate branding.
- Managed the creation of presentations for events attended by up to 4,000 participants.

**United Motorcoach Association - Creative Director, Technologist, General Manager** | Alexandria, VA | Jan 2016 – May 2019

Oversaw website redesigns, managed the association's web properties, improved UX, and drove 1.2k daily unique visitors.

- Developed new revenue sources and integrated Salesforce for better revenue forecasting and reporting.
- Guided senior staff in the use of digital media to improve overall marketing performance.

**Marymount University - Adjunct Professor, Visual Communications** | Arlington, VA | Mar 1994 – Dec 2018

- Taught undergraduate advanced and 101 courses in graphic design, multi-media, and digital production methods.
- Instructed Adobe Illustrator and Photoshop 101 courses to class sizes of 30 students from all majors.

**Valley & Associates - Creative Content Professional** | Falls Church, VA | Nov 2013 – Jan 2016

- Provided digital design services to small and mid-sized businesses, focusing on UI/UX, social media, and content creation.
- Developed marketing materials and taught client's proprietary sales software.

## Additional Experience

*(prior to 2013)*

Held roles as: Art Dir., Graphic Designer/Studio Staff, Business Analyst, Social Media Strategist, Special Proj. Coord., Marketing Dir.

## Education

**Bachelor of Fine Art, Graphic Design** Temple University, Tyler School of Art – Philadelphia, PA

## Certifications & Professional Development

LinkedIn Info Graphics Design – Adobe CS Teacher – PMP – Google Analytics – Google AdWords

## Technical Skills

Design: Adobe CC (InDesign, Photoshop, Illustrator) - Web & CMS: WordPress, Drupal - Project Management: Asana, Clarizen, Scrum, Waterfall, Agile – Office Automation: MS Office 365, Box, Slack, Zoom, Teams, QuickBooks, Audacity

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