



A dedicated professional with 20+ years combined experience working for two major Southern California cities. Specializes in design, marketing, events, and community outreach.

she/her

CONTACT

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EDUCATION

CALIFORNIA STATE
UNIVERSITY, LONG BEACH
2015

Bachelors Degree in Studio
Art with an Emphasis in
Graphic Design

MARKETING & COMMUNICATIONS

Dorian Harris

EXPERIENCE

MARKETING SUPERVISOR // 2018 - 2024

City of Irvine, Community Services

Oversight of graphic design, web content, copy editing, and social media programs for the Community Services department. Responsible for coordinating production schedules and supervising day-to-day work of the marketing team to provide artistic direction in keeping with City style and marketing objectives.

- Develop multichannel marketing campaigns for divisions such as Animal Care, Aquatics, Fine Arts, Parks, Senior Services, and the Great Park.
- Meet with other department representatives to determine the scope of marketing projects, intended message, and proposed audience.
- Designs and provides lay out and illustration for a variety of materials such as fliers, newsletters, brochures, posters, maps, graphs, reports, and marketing/promotional materials for significant City initiatives and events. Administers the print process through final production.
- Responsible for content creation and design of multiple email campaigns, with some sent to over 100,000 subscribers. Recent redesign has raised open rate by 10,000 users per week.
- Responsible for scheduling, coordinating, and tracking progress for marketing efforts for Community Services activities and events including the Irvine Global Village Festival at the Great Park with 30,000 annual attendees.
- Inside Irvine Activity Guide editor, responsible for coordinating production schedules and providing artistic direction of the quarterly magazine sent to over 100,000 Irvine residents, as well as four coordinating publications.
- Develops written copy and provides copy editing following City style guidelines for items such as press releases, council briefs, Mayor's speeches, and news articles.
- Coordinate with the Public Information Office and other city departments to ensure accurate and engaging communication about Community Services projects and programs.
- Manage more than 400 department web pages.



SKILLS

Adobe Creative Suite
advanced

Microsoft Office
advanced

Canva
proficient

Sprout Social
proficient

TRAINING

• 2019
Marketing &
Communication for Parks
& Recreation Certificate
National Parks &
Recreation Society

• 2022
Meta Certified Digital
Marketing Associate
Credential
LinkedIn Learning

EXPERIENCE CONTINUED

PROGRAM COORDINATOR // 2014 - 2018

City of Irvine, Animal Care Center

Formulated and directed public relations and marketing to ensure fulfillment of the organization's mission. Responsible for generating solid public awareness of the organization by developing goal-oriented marketing messages and public displays both within and outside the center.

- Raised Facebook audience by 30% in the first six months. Also, increased post frequency by 50% and engagement by over 75%. Created posts that reached over 10,000 people in less than 24 hours.
- Wrote, edited, and designed print materials such as fliers, invitations, event maps, programs, and other informational materials. Worked with outside printing companies on graphic design and print jobs as needed.
- Responsible for the planning, execution, and follow up of all center special events including two large adoption events and multiple fundraising and community outreach events. Coordinated with outside vendors and animal agencies and directed the work of the event volunteers.
- Developed print and online training materials for volunteers, including developing, producing, and directing video productions, including script writing, editing, lighting, audio, voice-overs, and format design.
- Assisted with the recruitment, training, and orientation of volunteers. Maintained volunteer records, including statistics on volunteer assignments and hours served. Updated and revised all volunteer materials, including applications and handbooks.

PROGRAM COORDINATOR // 2006 - 2014

City of Los Angeles

Planned, organized, and supervised all programs and activities at four recreation center's over eight years including seasonal classes, camps, sports, and special events.

- Oversight of marketing, planning, and organization for numerous seasonal sports leagues with enrollment as high as 1,000 youth.
- Developed, planned, and implemented fundraising activities and events to generate revenue for the recreation center.