



Jami A. Ouellette Morse

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**Founder/Owner,
Lead Creative Director & Brand Manager, Senior Strategist**

I. Professional Experience

1986 - present

President and Founder,

Im-aj Communications & Design, Inc. and Imaj Associates, Inc.

- 31 years owning and running one of the region's foremost integrated branding, marketing communications and training firms, serving clients throughout the US, with a heavy focus in the North East.
- In-depth knowledge and extensive experience in branding, external marketing communications strategies, engagement strategies, internal communications planning and training, public and media relations, professional development and fundraising support, partnership building, photography, crisis communications, creative writing, graphic design and web-based strategies.
- Personally have strategized, written and designed for clients and/or edited and art directed staff work, for 31 years.
- Very extensive knowledge base of key industries including:
 - Education, architecture/real estate, entertainment, environmental, healthcare, housing/community, hospitality, social services, technology, and tourism.
- Ability to learn nuances of any industry and/or company with ease.
- Personally have partnered with and maintained a full list of long-standing clients ranging from corporate to non-profits and Quasi-Government Agencies including:
 - Ringling Brothers and Barnum & Bailey Circus, Disney On Ice, Rhode Island Housing, The College Crusade, Economic Development Corporation, HUD, Lifespan, Lown Cardiovascular, ProCor, InterVistas, Nellie Mae Education Foundation, New England Medical Center, LISC, Shields Health Care Group, Hilco, Providence School Department, Providence Police Department, KeepSpace Communities, Cabochon Properties, and too many others to list.
- Work extensively with elected officials in planning press conferences and writing speeches and/or press releases.

- Successfully have landed client news stories and OpEds in local, regional, and national media, including all major networks, CNN, Oprah, *The New York Times* and *The Wall Street Journal*.
- Hands-on manage staff of 11- 14 plus several subcontractors.
- Regularly negotiate with and manage vendors.
- Experienced at qualitative research and demographic data analysis.

II. Noted Accomplishments and Awards

- Successfully rebranded several agencies, organizations and companies including RI Housing, Meeting Street, College Crusade, Hartford Centers of Innovation, Winooski School District, Elderhostel, KeepSpace
- Created integrated campaigns, from strategy to materials, that consistently increased sales and market share while building brand equity.
- Created marketing strategies, public relations and materials for highly successful fundraising campaigns for many non profits including Crossroads, Meeting Street, Bishop Hendricken, Elerhostel
- Work has been published many times in various magazines, books, websites, etc., including:
 - *Graphic Design, USA, American Corporate Identity, The Big Book of New Design Ideas, and The Big Book of Logos*, as well as just about every publication in New England and several elsewhere.
- Professional speaker on branding and integrated marketing communications.
- Published a book of photography and poetry: *In Innocence of Beauty*, 2009.
- Published a series of children's books: I Read and Write Books in 2011.
- Currently finishing my autobiography, entitled, *After Ashes*.
- Co-host of *Marketing Communications Strategies in Challenging Times*, monthly radio show broadcast in RI at 790Business, with national online streaming.
- Winner of hundreds of awards for writing, graphic design and branding including:
 - Creativity Awards, Communicators, Telly Awards, MarCom Awards, Service Industry, NCSHA, NESHCO, National Association of Chamber Ambassadors, Lamplighters, Strathmore, and Summit Awards.
- Published *The Rhode Island Mutual Funds Guide*, co-published *Health Care Professional Magazine* and was a member of the start-up team for *Providence Business News*
- Proud recipient of:
 - The Children's Crusade Friend to Children Award in 1999
 - The College Crusade's Partner in Philanthropy Award, 2006

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- The Meeting Street Walter Cryan Award, 2004
- “Top Girls” recognition through University of RI: one of Rhode Island’s Top Women in 2000

III. Boards and Memberships

- Currently, Board member, Batterers Intervention Program Oversight Committee, appointee of RI Governor Gina Raimondo
- Currently, Board of Directors, Jonnycake Center
- Five-time chairman/judge for The International Mobius Awards
- Judge for Providence High School Redesign Competition
- Board of Directors, The College Crusade
- Board of Directors, Quest Montessori School
- Board of Directors, South County Tourism Council
- Board of Directors, Project Imagine
- Advisory Board: READY (Raising Expectations and Discovering Youth)
- Advisory Board: PEEC (Providence Educational Excellence Committee)
- Campaign Committee/Leader: Greater Providence Chamber of Commerce Membership Drive (3 years)
- Memberships: AIGA, Graphic Artist’s Guild, Greater Providence Chamber, Providence Graphic Design Association, Business Leadership for Women, PRSA

IV. Education and Personal Interests

- Rhode Island College, Journalism and Visual Communications
- Several training classes through the years for Adobe software, basic programming, social media and web marketing
- Guest-taught and substituted for several classes in Integrated Marketing Communications at Johnson & Wales University
- Guest-taught Creativity and Advertising at Chariho Middle School and Chariho High School
- Taught Public Relations Strategies in Low-income Housing to Rhode Island Community Development Corporations
- Advanced user: Adobe InDesign, Adobe Illustrator, and Microsoft Office
- Artist, potter, and accomplished photographer
- Creator of Inner Goddess series of mixed media
- Co-parenting 6 children with loving husband and business partner, Jeffrey Morse

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