

MAR 2026

PORT



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CARMEN DILLMAN

EVENT & EXHIBITION DESIGNER |
GLOBAL MARKETING & BRAND
STRATEGY | VISUAL STORYTELLING,
GRAPHIC DESIGN & PHOTOGRAPHY



I'm an event and exhibition designer and global marketer working at the intersection of brand, space, and visual storytelling. My perspective has been shaped by work and study across major creative hubs including Chicago, New York, London, and Milan, where I've developed an interest in how design, imagery, and physical environments shape the way audiences experience culture, music, and fashion.

With over four years of experience across the arts, editorial, nonprofit, and founder-led business sectors, I bring a balance of strategic thinking and creative direction to my work. My background in global marketing informs my approach to design, allowing me to combine aesthetic sensitivity with business insight to translate ideas into cohesive brand identities and immersive experiences that connect with audiences across cultures.

While studying marketing, I completed much of my upper-level coursework in London, focusing on global marketing strategy, cross-cultural consumer behavior, and fashion marketing. This experience strengthened my interest in the relationship between branding, culture, and the global creative industries.

Now based in Milan, I'm expanding this foundation through graduate study in Event and Exhibition Design at Scuola Politecnica di Design. My studies explore how brand, space, and narrative come together through experiential design, spatial storytelling, and creative direction.

My practice spans branding, graphic design, visual storytelling, photography, marketing strategy, and digital design. I'm particularly interested in gaining experience within the live music, fashion, and cultural events sectors, where creative direction, storytelling, and experiential design intersect.

I hold a Bachelor of Science in Marketing from Saint Louis University and completed international coursework at Fordham University London's Gabelli School of Business.

Currently based in Milan, I'm seeking photography opportunities and a Fall internship in live events within the music, fashion, or cultural sectors. I'm always open to collaborating on creative projects that bring together design, music, and visual culture.



CARMEN DILLMAN

Event & Exhibition Designer, Global Marketing & Brand Strategy, Visual Storytelling, Graphic Design & Photography

+1 217-816-8527, dillmancarmen@gmail.com

PROFILE

Event & Exhibition Designer and Marketing Strategist working at the intersection of brand, space, and visual storytelling. Experience across arts organizations, editorial platforms, nonprofits, and founder-led businesses, developing brand narratives, marketing campaigns, and event communications. International perspective shaped by work and study across continents.

EDUCATION

SPD Scuola Politecnica di Design — Milan, Italy

Master of Arts (MA), Event and Exhibition Design | In progress

Focus: Event planning, exhibition design, creative direction, design thinking

Saint Louis University, Chaifetz School of Business — St. Louis, MO, USA

Bachelor of Science in Marketing | Summa Cum Laude | GPA 3.94/4.0

Focus: market research, digital marketing, data-driven decision-making

Fordham University London Centre — London, UK

Study Abroad (Global Marketing, Global Consumer Behavior, Fashion Marketing)

Focus: Global marketing strategy, cross-cultural consumer insights, fashion marketing

WORK EXPERIENCE

DIRECTOR OF MARKETING (FREELANCE)

JD Strategies LLC | Remote | Jun 2025 – September 2025

- Lead marketing strategy, communication planning, and visual storytelling for nonprofit and creative-sector clients
- Develop campaign messaging, brand assets, and event-related marketing materials
- Produce digital and print content aligned with client branding and audience engagement goals
- Manage project timelines, deliverables, and cross-team collaboration across multiple client initiatives

MARKETING & COMMUNICATIONS FREELANCER

JD Strategies LLC | Remote | Jun 2021 – Jun 2025

- Delivered marketing, communications, and graphic design projects for nonprofits and small businesses
- Produced blog content, brand messaging, digital assets, and fundraising materials
- Supported proposal development, communications strategy, and donor engagement initiatives
- Provided marketing and communications support for creative and nonprofit clients including Stone Soup Magazine

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WORK EXPERIENCE (CONT.)

COMMUNICATIONS SPECIALIST, LIGHT MAGAZINE

Washington University School of Medicine | Remote | Sep 2023 – Jul 2025

- Developed written communication for newsletters, editorial features, and event campaigns
- Supported community-facing arts events, including museum activations and public programs
- Coordinated on-site logistics and created materials that enhanced visitor engagement
- Conducted research to inform content and improve clarity, accessibility, and audience impact
- Collaborated with cross-functional teams to shape event experiences and communication flow

FOUNDER

The Poetry of Place | Remote | Jun 2025 – Present

- Produce narrative and editorial content exploring themes of environment, culture, and human experience
- Develop visual storytelling and concept-driven pieces centered on place and identity

FREELANCE CREATIVE ASSISTANT

Glo Co | Remote | Mar 2025 – Apr 2025

- Supported CEO with copy editing, e-commerce, fundraising, web design, and other tasks for creative projects and initiatives.

FUNDRAISING & MARKETING INTERN

Aspire Advocates for Behavioral Health | Remote | May 2023 – Oct 2023

- Assisted in planning and promoting a fundraising event generating over \$40K
- Designed promotional materials and managed social media communication
- Supported donor outreach and community engagement efforts

SOCIAL MEDIA MANAGER

SLU College for Public Health & Social Justice | Remote | May 2023 – Aug 2023

- Designed social content, graphics, and messaging for academic programs
- Tracked analytics and optimized communication to strengthen audience connection

EDITOR, THE LAMP MAGAZINE

Lincoln Land Community College | Springfield, IL | Jan 2021 – Aug 2022

- Led editorial workflow, layout, and visual design for an award-winning campus magazine
- Developed feature writing and oversaw student contributors
- Designed cover and interior layouts recognized with state-level awards

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CERTIFICATIONS

- Inside LVMH Certificate: Creation & Branding, Retail & Client Experience — LVMH
- Fundraising & Development Foundations — University of California, Davis
- Digital Marketing — HubSpot Academy
- SEO Principles — Semrush
- Graphic Design Essentials — Canva
- Intermediate SQL — DataCamp
- Introduction to SQL — DataCamp
- Microsoft Office Specialist: Excel Associate

HONORS & AWARDS

- Summa Cum Laude — Saint Louis University (**top 5% of my graduating class**)
- Beta Gamma Sigma Honor Society (**top 10% globally**)
- Business Scholars Program (3rd to ever successfully complete the program)
- Dean's List — SLU
- First Place: Front Page Design (Division 2) — ICCJA
- First Place: Page Design (Division 2) — ICCJA
- Outstanding Assistant Editor — Lincoln Land Community College

HONORS & AWARDS

- English — Native
 - Italian — Elementary
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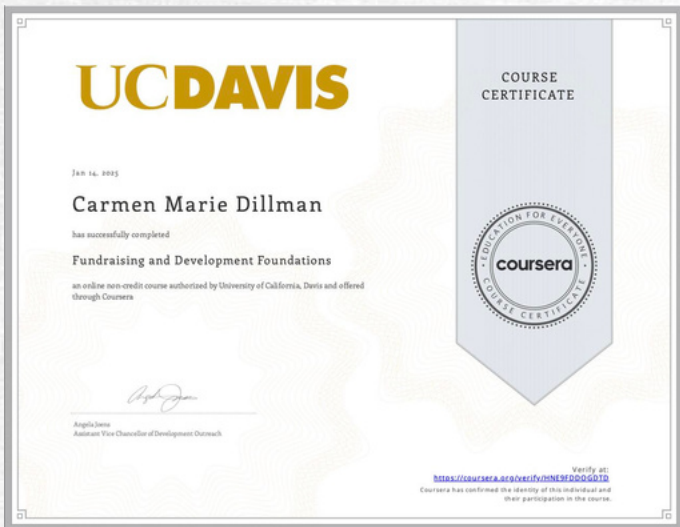
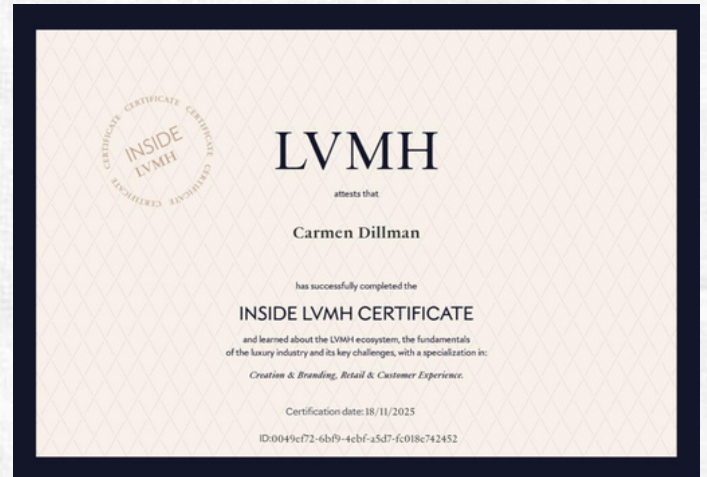
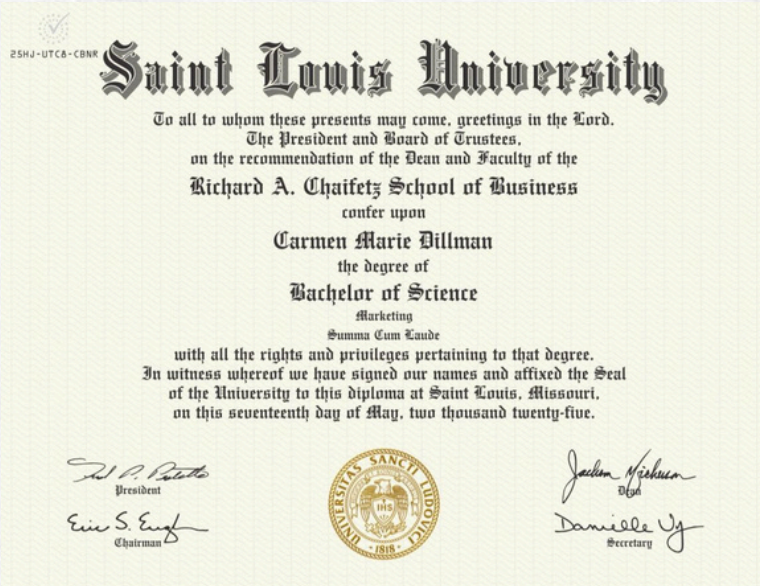
SKILLS

Communication & Content: Storytelling | Editorial Writing | Public Engagement Messaging | Content Strategy | Copy Editing | Photography, **Design & Experience:** Event Communication | Project Management | Graphic Design | Layout & Print Design, **Digital Tools:** Adobe Creative Suite | Canva | Google Analytics | WordPress | Wix | Squarespace | Microsoft Office, **Technical & Analytical:** Data Interpretation | Audience Insights, **Professional:** Project Coordination | Cross-Team Collaboration | Research | Community Engagement

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GRAPHIC DESIGN, SOCIAL MEDIA, & MARKETING FOR LIGHT MAGAZINE

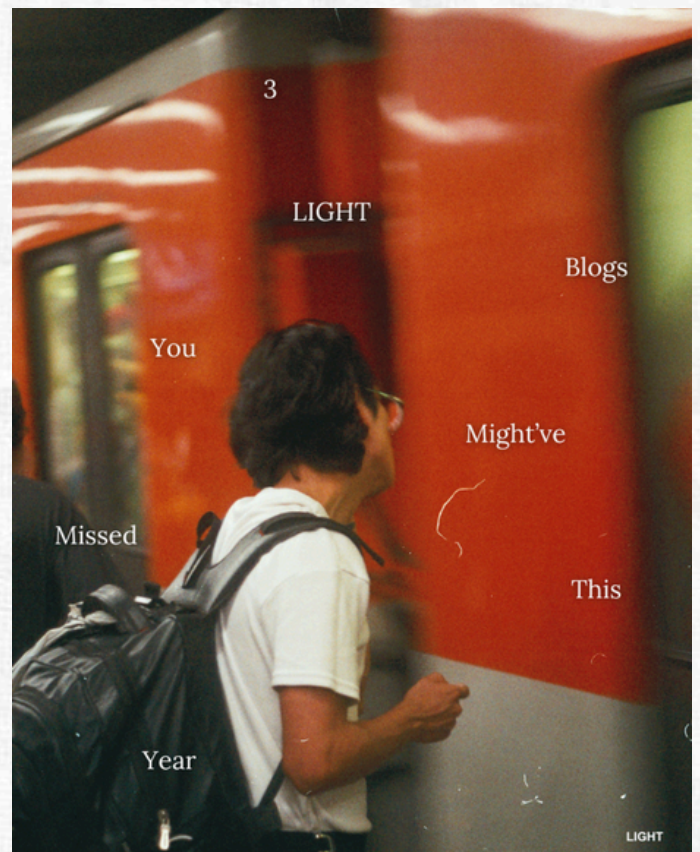
In my role as Communications Specialist for LIGHT: Leaders Igniting Generational Healing & Transformation, I developed a visual and digital identity that amplifies the magazine's mission at the intersection of public health and literary arts. My work focuses on creating compelling, brand-aligned visuals, managing audience engagement through social media, and crafting cohesive marketing campaigns that drive awareness, engagement, and community connection.

LIGHT

3 LIGHT Stories You Might've Missed This Year

“Reconstruction” by Valerie Anne Burns

“My mother passed from breast cancer when I was three years old. Experiencing a motherless foundation effected all areas of my life and still does. I have survived cancer twice but being diagnosed with breast cancer in both breasts (genetic 5% category) just before I turned 60 was the most difficult. Although I led a healthy, organic lifestyle, breast cancer caught up with me and it was a complicated 6 1/2 year journey. I used the time to write a draft of my memoir, Caution: Mermaid Crossing, Voyages of a Motherless Daughter. The essay “Reconstruction” I'm submitting is from my book. There are millions of women around the world struck with cancer. I believe my raw honesty is relatable to women going through high seas of difficulty. I was mostly on my own when I went through my ordeal. It's a lonely path no matter what. I believe my words will help those challenged by cancer or other difficulties will inspire them to move forward with bravery and discover moments of beauty as I have in the midst of it all.”



GRAPHIC DESIGN, SOCIAL MEDIA, & MARKETING FOR LIGHT MAGAZINE

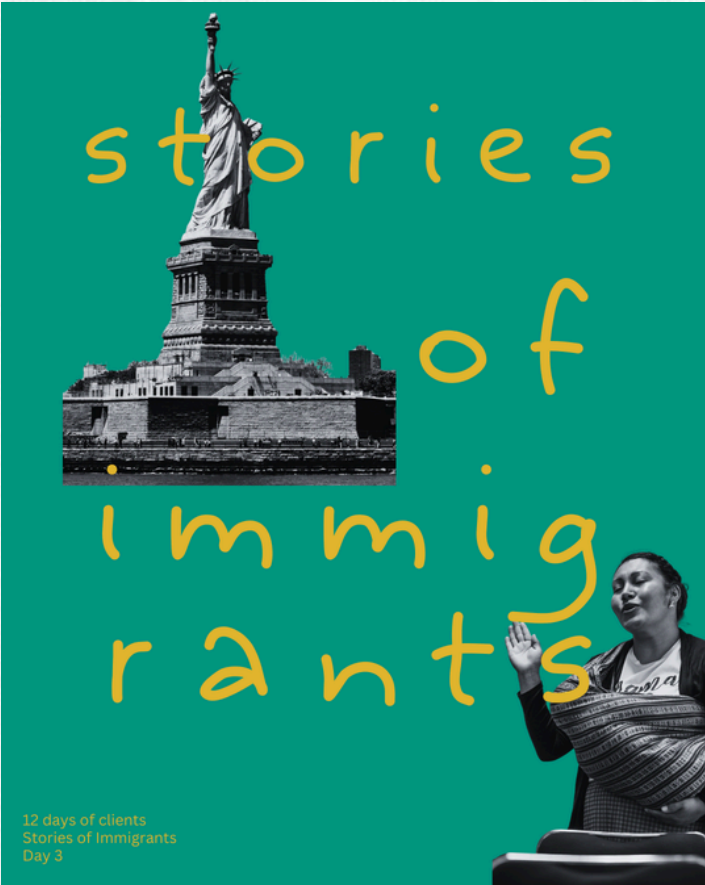
- **Social Media Content Creation:** Developed branded graphics, infographics, and interactive Instagram posts to engage our audience in meaningful conversations.
- **Event & Campaign Branding:** Designed event materials, promotional assets, and digital campaigns to create a strong, unified presence across platforms.
- **Media Outreach & Brand Visibility:** Developed press releases and external communications to position LIGHT Magazine within relevant public health and arts communities.

Using art, letters, stories, and poetry, tell us: how might we build public health systems that are trustworthy?

Creativity—through art, letters, stories, and poetry—offers building trust with public health. It can be used to reimagine, transform, and understand how we all collectively shape the public health we want, allowing us to explore the narratives, including adversities and aspirations, which enhance our relationship with public health and its systems.

“F.E.A.R.” by Samantha Blakney

“In my experience, anyone can heal mentally if I can, but we must take the first step. A big part of healing is talking to someone. The issue of mental health is very important to me, and I am passionate about spreading awareness about it around the world.”



MARKETING STRATEGY, BRAND COMMUNICATION, & CREATIVE CONTENT FOR JD STRATEGIES LLC

- Brand & Communication Strategy:** Developed marketing strategies and communication frameworks for nonprofit organizations and small businesses, translating organizational goals into clear messaging and cohesive brand narratives across digital and print platforms.
- Marketing & Content Development:** Produced marketing materials including blog articles, digital graphics, newsletters, and promotional content designed to strengthen audience engagement and support fundraising and outreach initiatives.
- Campaign & Visual Content Creation:** Designed branded marketing assets, social media visuals, and campaign materials aligned with each client's visual identity and communication goals.

MARKETING STRATEGY, BRAND COMMUNICATION, & CREATIVE CONTENT CONT.

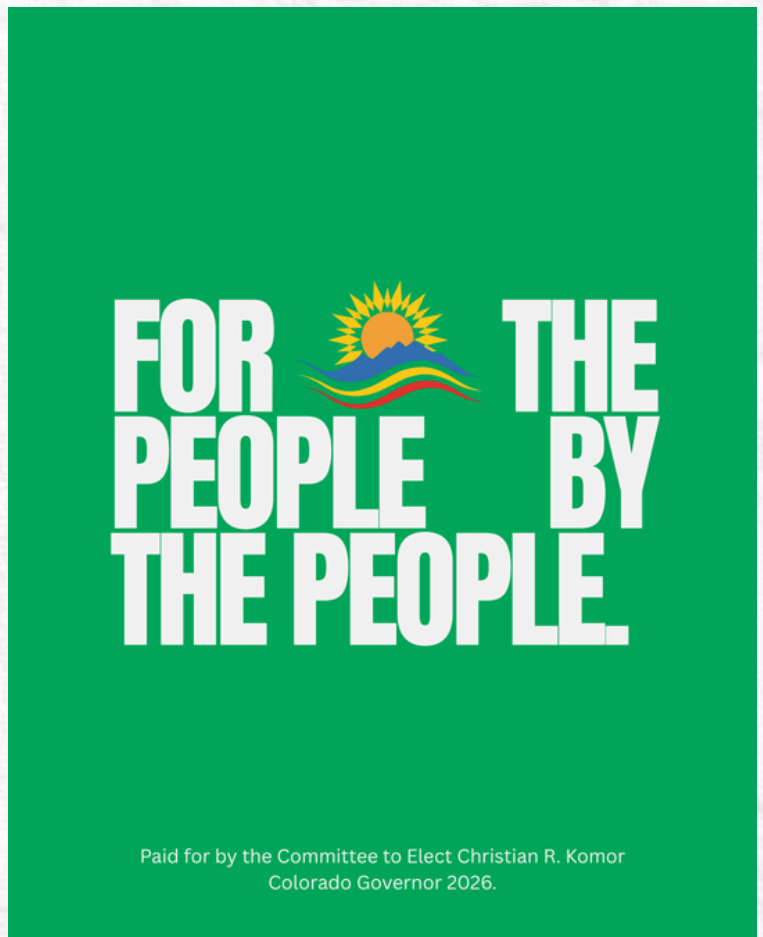
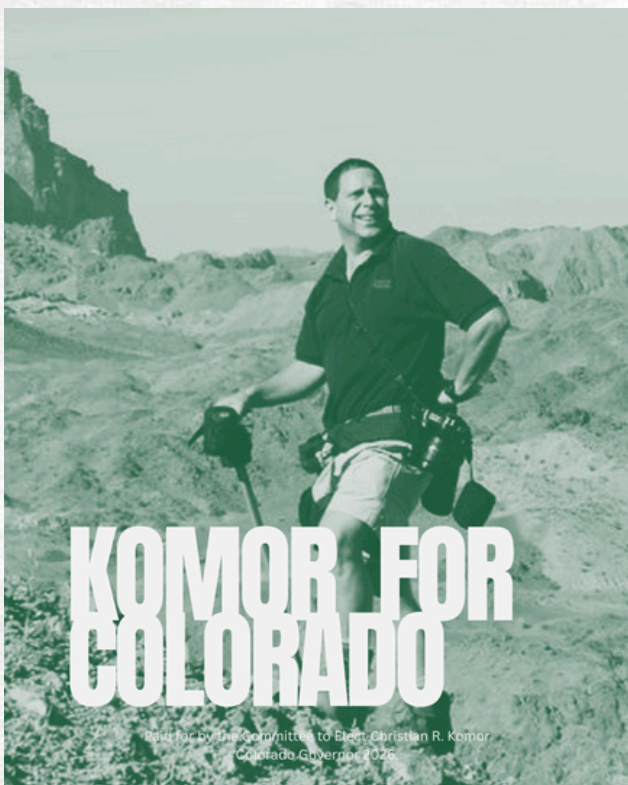


PHOTO
DRAWING



LONDON ON 33MM FILM





CAPTURING THE PULSE OF THE STREETS: MY PHOTOGRAPHY JOURNEY

As a world traveler and street photographer, I find inspiration in the everyday energy of urban environments, capturing the essence of a city through its architecture, signage, people, and neon-lit streets. My work focuses on the interplay between light, texture, and movement, creating dynamic visual narratives that immerse the viewer in the spirit of each location.

From the glowing storefronts of Whitechapel to the moody alleyways of Amsterdam, my photography reflects a fascination with atmosphere, design, and urban storytelling. Each image serves as a snapshot of life—whether it's a late-night food stand buzzing with energy or a neon-lit hotel window glowing with intrigue.



Through composition, contrast, and color, I aim to create photographs that feel like cinematic stills transporting viewers into the moment.

I aim to translate my understanding of composition, lighting, and ambiance from photography into designing spaces that captivate, engage, and tell a story. Whether through the lens or within an exhibition, my goal remains the same: to evoke emotion, ignite curiosity, and transform an environment into an unforgettable experience.



MILAN ON SONY 3000 ALPHA





LONDON & CHICAGO ON 35MM FILM



EVN





THE ART OF THE HEADWRAP FOR MENTAL WELLNESS | FAMILY SUNDAY— NARRATIVE WISDOM

On February 2nd, I facilitated LIGHT Magazine's presence at the St. Louis Art Museum's Family Sunday event, organizing a partnership with Dr. Juliet Iwelunmor for an engaging session on Nnem Nnem headwraps and mental wellness.

My responsibilities included:

- Setting up and managing LIGHT's presence.
- Designing promotional materials and ensuring brand consistency.
- Running LIGHT Magazine's on-site table, showcasing Issues 1 and 2 to attendees.
- Engaging with guests, sparking conversations about healing and wellness through art.

In my role as Communications Specialist for LIGHT Magazine, I often worked as both an event planner and creative strategist, bringing ideas to life through collaborative partnerships, and immersive experiences.



SLAM UNDERGROUND: MUNDO

At SLAM Underground: MUNDO, LIGHT was invited to participate in an interactive evening of cultural expression. I took the lead in:

- Coordinating LIGHT's presence, aligning it with SLAM's vision for the event.
- Preparing materials to engage guests with LIGHT's mission and publications.
- Interacting with attendees, fostering conversations about storytelling, public health, and creative expression.
- Creating a welcoming and immersive experience that encouraged networking and engagement with like-minded creatives.

My role in curating and executing events for LIGHT: Leaders Igniting Generational Healing & Transformation at the Saint Louis Art Museum (SLAM) reflects my ability to blend logistics, branding, and experiential design to create meaningful interactions.

Whether through physical environments, storytelling, or exhibition curation, my work continues to focus on curating transformative experiences that create an impact.

2024 LIGHT FESTIVAL: CURATING AN IMMERSIVE VIRTUAL EXPERIENCE

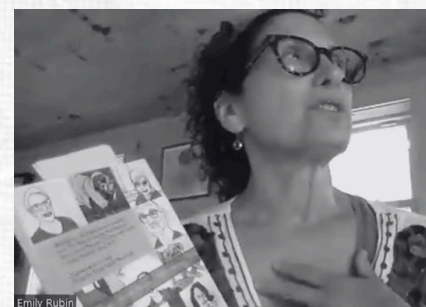
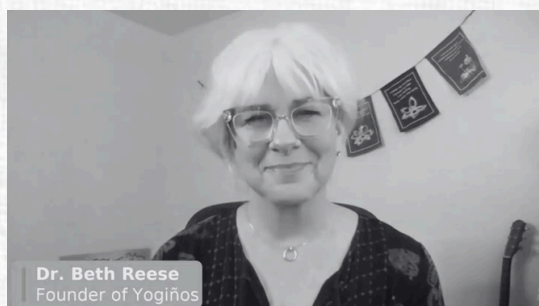
The 2024 LIGHT Festival: Healthy Spaces & Places was a global, multi-day virtual and community-centered event dedicated to public health, creative expression, and collective well-being. As a key contributor to this festival, I played an integral role in designing event materials, finding engaging speakers, mediating workshop sessions, editing and uploading festival video recordings, and creating a cohesive visual experience.

Over the two days, 110 individuals from around the globe attended at least one session, joining from Canada, Democratic Republic of the Congo, France, Germany, Ghana, Great Britain, India, Netherlands, Nigeria, Malawi, South Africa, and the United States.

Bringing the Event to Life Through Design
My approach to the LIGHT Festival focused on:

- A Cohesive Visual Identity
- Photography & Color Theory
- Multi-Platform Usability
- Functionality and Audience Engagement

My work on the 2024 LIGHT Festival reflects my ability to strategically design event materials that are both visually compelling and functionally effective. As I continue my journey in event design, I aim to further explore how immersive visual storytelling, digital branding, and audience interaction can shape transformative event experiences.



TEE UP FOR RECOVERY: FUNDRAISING & MARKETING FOR ASPIRE ADVOCATES FOR BEHAVIORAL HEALTH

As a Fundraising and Marketing Intern with Aspire Advocates for Behavioral Health, I played an instrumental role in planning and executing the organization's annual golf fundraising event, "Tee Up for Recovery." This experience allowed me to combine strategic event planning, donor engagement, marketing, and community-building to support Aspire's mission of advocating for better mental health and substance use disorder services for young individuals.

Event Planning & Execution

From concept to execution, I was involved in every stage of the event:

- Coordinating the Silent Auction
- Donor & Sponsorship Engagement



- Marketing & Social Media Management
- Fundraising Software Management

A Meaningful & Measurable Impact
The event's success was measured not just in funds raised, but in the powerful community connections it fostered. Our results:

- 147 attendees
- \$23,616 in donations
- \$10,365 raised from the silent auction
- Over \$40,000 in total fundraising efforts

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CHANEL FASHION MARKETING AUDIT: A DESIGN-FOCUSED OVERVIEW

For my Fordham-London Fashion Marketing class, I designed and conducted a fashion marketing audit on Chanel, not only analyzing the brand's marketing strategies but also ensuring that the visual presentation of the audit itself reflected the essence of Chanel: luxury, sophistication, and class.

The design of my audit was carefully curated to maintain the classic Chanel look while taking inspiration from the iconic "Little Black Dress." The layout is structured and visually balanced, using a monochromatic palette with strategic pops of contrast to enhance readability and maintain an editorial feel. White space and elegant typography play a key role in reinforcing a sense of sophistication, mirroring the timeless elegance that Chanel embodies.

This project was not just a marketing analysis—it was an exercise in strategic design, visual communication, and presentation refinement demonstrating my ability to blend aesthetic precision with functional storytelling.

Through this audit, I showcased my skills in layout composition, branding alignment, and digital design.



FASHION RETAIL AUDIT REPORT

CHANEL

TO VIEW THE FULL
MAGAZINE, SCAN
THIS QR CODE:



EDITOR, DESIGNER & CREATIVE DIRECTOR: THE LAMP STUDENT MAGAZINE

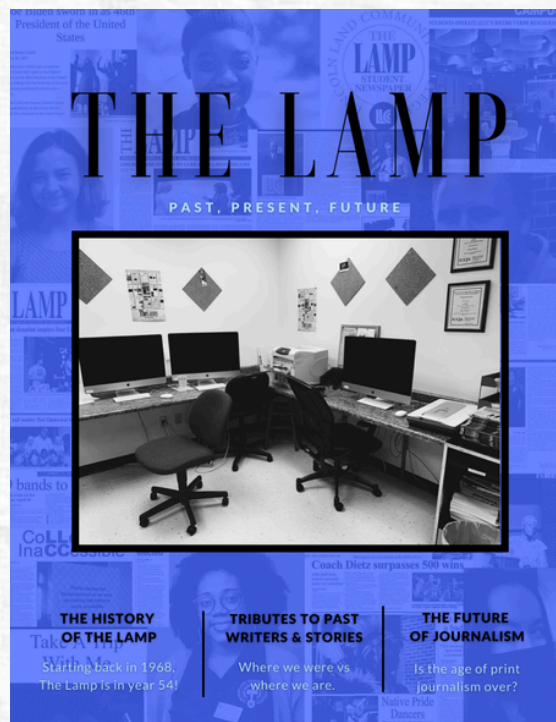
As Editor, Designer, and Creative Director of The Lamp Student Magazine, I was responsible for both the editorial direction and the complete visual design and layout of the publication. Under my leadership, The Lamp became a three-time award-winning magazine, recognized for its exceptional page and front cover design:

- First Place: Front Page Design (Division 2): Illinois Community College Journalism Association
- First Place: Page Design (Division 2): Illinois Community College Journalism Association
- Outstanding Assistant Editor: Lincoln Land Community College

My role encompassed:

- Full Magazine Layout & Design
- Editorial Direction
- Typography & Visual Hierarchy
- Photography & Graphic Integration
- Brand Identity & Consistency

This experience solidified my ability to merge editorial excellence with intentional design, demonstrating how thoughtful layouts, strong branding, and immersive storytelling can transform a publication into a visually stunning, high-impact experience.



TO VIEW THE FULL
MAGAZINE, SCAN
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