

WRMA's Learning and Resource Center Communication and Design Services



Our team of expert writers, editors, and designers will work with you to create effective communication materials to magnify your team's reach and impact. Our services include...

Graphic Design

- 10+ years experience using InDesign, Illustrator, and Photoshop
- Infographics, charts, graphs, and research posters
- Flyers, brochures, and other printed marketing materials
- Data and annual report layouts
- Digital materials (e.g., presentation slides, website graphics, email campaigns, social media images, e-Learning graphics)
- Large format graphics
- Application of adult learning theory to content design



Web Design

- Project management
- Competitor analysis
- Brand audit
- Sitemap and wireframe construction
- Audience profile development
- Messaging creation
- Design, development, and maintenance (WordPress)
- Marketing integration strategies (e.g., social media, email, search engine optimization)
- Training for ongoing client maintenance
- Piloting and user testing

Information Dissemination

- Webinar facilitation and administration
- Virtual activity design and facilitation
- Content creation strategies
- Marketing campaign development and execution
- Editorial calendar development
- Social media campaign design and management
- Email campaigns and list-building strategies (MailChimp, Constant Contact)
- Audience engagement metrics
- Press releases and public relations

Copy Editing

- AP Style expertise
- Style guidelines development
- Plain language/readability
- Grammar
- Voice/tense consistency



...And WRMA can ensure your communications materials are **508 compliant.**

Section 508 and Accessibility

- Design and development of materials with 508 requirements in mind
- Testing to various standards (HHS)
- Remediation (CommonLook)
- Alt text writing

To learn more
CONTACT US
at info@wrma.com

WRMA empowers our clients with innovative solutions to create better futures for vulnerable populations. Learn more about us at www.wrma.com.



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