



JENNY DOGGER

art director



OBJECTIVE

Highly creative, hardworking, and multitalented graphic designer with extensive experience in multimedia, marketing and brand design, seeks opportunity to utilize strong design skills and contribute to company success.



STRENGTHS

- Proven leadership skills
- Interpersonal relationships and teamwork, client interface
- Creative, productive, and professional
- Exceptional work ethic, positive, enthusiastic
- Highly skilled in MAC and PC applications including Adobe CC, InDesign, Illustrator, Photoshop, Microsoft Word, PowerPoint, Excel



EXPERIENCE

Art Director | HAIRtamin® (April 2018 - Present)

- Successfully manage a team of designers to develop creative and effective campaigns from concept to completion
- Facilitate team meetings, provide creative feedback and ensure that all deadlines are met
- Review and approve all creative projects and professional proofs
- Work closely with the CEO, Marketing Director, and Social Media team on product development, marketing campaigns and promotional materials
- Effectively design and implement all marketing materials and campaigns including email campaigns, social media posts, product packaging, website design, infographics and SMS text campaigns

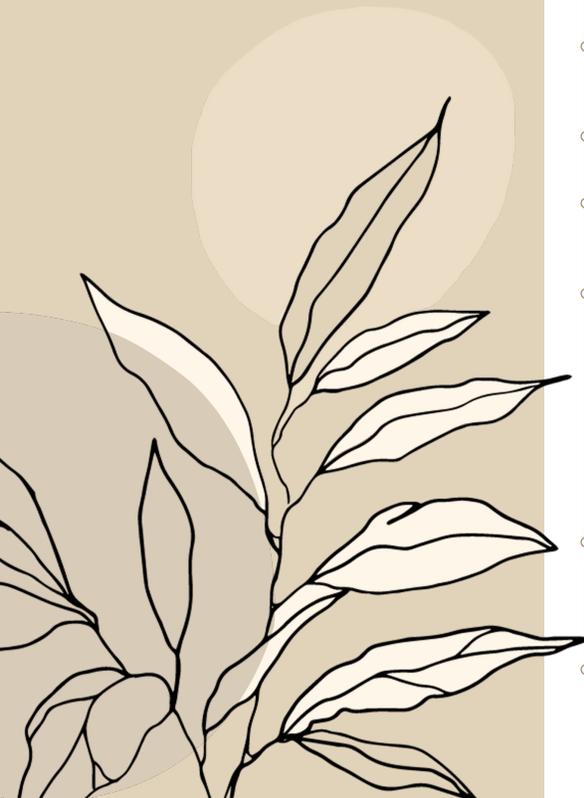
Graphic Designer | Joe Verde Sales & Management Training, Inc. (October 2011 - April 2018)

- Designed and implemented a wide spectrum of materials in the Art & Marketing Department including website design, book covers, magazine advertisements, emails and social media posts
- Met frequently with the President, GM, Marketing Director, Sales Manager, and Business Development Manager, helping design company marketing campaigns and support Industry Conventions



CONTACT

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EDUCATION

PRINCIPIA COLLEGE,
Elsah, Illinois

BA, Graphic Design, June
2010, graduated Cum Laude

Principia College Honor Roll,
recognition and awards for
being a scholar athlete



SPECIALIZED TRAINING

- Graphic Design I
- Graphic Design II
- Graphic Productions
- Advanced Graphic Series
- Online HTML & CSS Training
- Online Graphic Tutorials
- Photography Fundamentals
- Final Cut Pro X, Color Studies
- Visual Fundamentals
- Drawing I, Advertising
- Figure Studies
- Visual Fundamentals
- Portfolio Seminar
- Studio Seminar
- Completed a 3-phase writing program

- Worked closely with the Marketing Department Team, Marketing Director, Art Director, Video Production, and Web Master, on marketing campaigns, website graphics, and emails resulting in thousands of new leads
- Wrote copy for advertising mailers, blog articles, and tag lines for photos
- Implemented social media strategy, created all posts and managed social media pages

Freelance Graphic Designer (June 2010 - Present)

- Develop and implement designs for businesses including logos, website design, business cards, product packaging, apparel design and more
- Successfully interpreted client's vision from concept to completion

Graphic Designer | The Unleaded Group (June 2009 - August 2009)

- Started as an intern and was promoted to a full-time position before returning to college to complete degree
- Supported hundreds of local Denver businesses by designing logos, brochures, flyers, table top signs, postcards, business cards, mobile ads, and website mockups
- Met face to face with clients on current company branding projects such as websites, logos, business cards, to ensure the most effective and professional results
- Worked daily with the Art Director and with company clients on current branding projects such as logos and business cards
- Wrote script, photographed, and helped on set with shoots for TV commercials

