

JENNIFER WHITTAKER

CREATIVE MARKETER

jenniferwhittakerdesigns.com

CONTACT

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288 Jay Lane
State College, PA 16801

EDUCATION

Penn State University
B.A. Graphic Design
1992-1996

State College Area
High School
1987-1992

SKILLS

Adobe Creative Suite

Microsoft Office

HTML
CSS

WorkFront
Asana

Photography

Illustration

ABOUT ME

I am a senior level graphic designer with many years of experience in marketing design, merchandise and apparel design, and publishing design in both the corporate and collegiate industries. My goal is to create meaningful and authentic visual content. I have working knowledge of organizing teams, tasks, and deadlines on platforms such as Asana and Workforce. I have managed cross-functional teams and have implemented projects on time and on budget. My leadership qualities have inspired others to accomplish goals. Along with strong organizational skills, I can work well under pressure and manage multiple deadlines while maintaining brand integrity. I have extensive knowledge in brand standards development.

CURRENT POSITION

PENN STATE ALUMNI ASSOCIATION

Director of Visual Identity
2007-Pres | University Park, PA

As the Director of Visual Identity in Strategic Marketing for the Penn State Alumni Association, the nation's largest dues-paying alumni association with more than 173,000 members, our mission is to connect alumni to the University and to each other, to provide valued services to members, and to support the University's mission of teaching, research, and service. I work with internal units to create the overall look and feel of the association by art directing staff and photographers, designing print and digital marketing materials, and advising over 280 of our affiliate groups and chapters to make sure all of their visuals comply with Penn State graphic standards.

- Design graphics for print, web and social platforms. Art direct and assist in editing and maintaining our website and video content.
- Create digital illustrations for info-graphics and illustrations for apparel and merchandise design.
- Design digital and print ads for our three publication: *The PennStater* magazine, *The Football Letter* and *Alumni Insider*. Work with external print and digital publications to run ads.
- Support our student organizations, the Blue and White Society and Lion Ambassadors, with visual components for events and marketing efforts as well as create branding guides for them to follow.
- Art direct and design for our internal business revenue department, which has included *The Elms Collection* and *The Alumni Store* on-line. Also, to work with external business stakeholders to review marketing graphics to comply with standards.
- Design marketing and photograph our award ceremonies and alumni events. Award ceremonies include the Alumni Achievement Awards and Alumni Fellow Awards. Some larger events we host include WE ARE Weekend and Homecoming Post Parade party.
- Maintain visual components of on-line streaming platforms to host events.
- Collaborate with our membership team to strategize, design, and help writers with marketing campaigns.

PAST EXPERIENCE

ACCUWEATHER

Associate Marketing Director
2005-2007 | State College, PA

Marketing designer for AccuWeather with its mission to combine weather data, technology, and human insight to improve lives and businesses.

- Strategized and designed digital and print ads for various publications.
- Created and maintained graphic standards reflected in daily weather maps across the country.
- Created all trade booth signage for sales staff.
- Photographed still shots and staff bio pictures.
- Implemented design templates for LED boards and digital devices.

BENTLEY COLLEGE
Marketing Designer
2004-2006 | Waltham, MA

- Designed marketing materials for all departments within the university.
- Utilized my illustration skills to create colorful visual maps of the campus.
- Photographed the campus grounds for marketing use.
- Organized and maintained a photo library.

GTS PUBLISHING
Publishing Designer
2003-2004 | Boston, MA

Designer and Photo Shoot Art Director for the company's clients which included Prentice Hall, Houghton-Mifflin, and Scholastic.

- Designed page layout for educational text books and children's books.
- Photographed and art directed photo shoots for text book layouts ex: mock lab experiments for a chemistry book.

TARVEL+LEISURE MAGAZINE
American Express Publishing
Sales Marketing Designer
2002-2003 | New York, NY

- Designed media sales kits, event signage, invitations, and other marketing materials.
- Worked with editorial staff to share and organize photography database.

MADEMOISELLE MAGAZINE
Condé Naste Publishing
Sales Marketing Designer
2000-2002 | New York, NY

- Designed media sales kits, event signage, invitations, and other marketing materials.
- Assisted in photo shoots for marketing and editorial purposes.

BETTER HOMES & GARDENS MAGAZINE
Meredith Publishing
Sales Marketing Designer
1998-2000 | New York, NY

- Designed media sales kits, event signage, invitations, and other marketing materials.
- Worked with editorial staff to share and organize photography database.
- Created presentation templates.

METLIFE
Marketing Designer
1996-1998 | New York, NY

Developed marketing designs to promote the company's vast array of products including insurance packages, investment management and income solutions.

- Designed marketing packages for each product.
- Created presentation templates for sales staff.

Design Portfolio: jenniferwhittakerdesigns.com

References upon request.