

# JENNIFER ROACH (ALBRECHT)

## MARKETING/CREATIVE DIRECTOR | PROJECT MANAGER | BRAND STEWARD

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Creative leader with a track record of delivering impactful brand experiences across digital, print, email, advertising, and integrated campaigns. Skilled in strategy, project management, team leadership, and cross-channel execution. Known for aligning brand vision with business goals and driving measurable results.

### WORK HISTORY

DEC 2021 - CURRENT

#### MARKETING & EVENTS DIRECTOR | CREATIVE SERVICES

SVL INC.

##### ***Leading B2B Strategy, Brand, and Demand Generation in the Commercial HVAC Industry***

- Own SVL's brand and marketing strategy across digital, print, events, and social.
- Develop and execute campaigns to drive sales and partner engagement.
- Lead content creation including blogs, social, case studies, video, and email.
- Produce and promote webinars, managing content, logistics, and follow-up.
- Source, coordinate, and execute corporate events and SVL Academy training programs, ensuring high-quality experiences aligned with brand and business goals.
- Build sales enablement tools—line cards, landing pages, and sales videos.
- Collaborate cross-functionally with leadership, sales, and manufacturer reps.
- Partner with executive leadership to identify patentable innovations, evaluate new business ventures, and lead the strategic positioning and brand development of emerging white label product lines.
- Oversee creative direction and ensure cohesive visual and messaging standards.
- Streamline operations with systems, automations, and performance tracking.
- Support regional campaigns across the upper Midwest.
- Lead marketing for e-commerce, SEO, and digital product visibility.
- Drive innovation through tools, trends, and strategic partnerships.
- Mentor team members and cultivate a results-driven, creative culture.

JULY 2010 - DEC 2021

#### CREATIVE DIRECTOR | PROJECT & BRAND MANAGER | COMMUNICATIONS SPECIALIST

GANDER OUTDOORS | GANDER MOUNTAIN

##### ***Visionary Leader Driving Brand Cohesion, Cross-Channel Strategy & High-Impact Campaign Execution***

- Led full creative lifecycle across print, digital, packaging, and social—ensuring alignment with brand strategy.
- Maintained brand consistency across national campaigns (ISM, OOH, catalogs, email, social, packaging).
- Directed integrated campaigns, collaborating with leadership, strategy, UX, and creative teams.
- Streamlined operations through project management tools like Workfront and Teams.
- Managed and mentored teams, fostering accountability, growth, and engagement.
- Acted as key liaison with executives, agencies, vendors, and marketing partners.
- Oversaw creative production including photo/video shoots and post-production.
- Optimized campaigns using performance metrics to boost engagement and conversions.
- Improved processes for scalable content development and workflow efficiency.
- Championed culture change, promoting a positive, high-performing team environment.
- Recruited and developed talent, building a strong, innovative creative team.
- Led executive communications and facilitated cross-functional creative alignment.

<div>WORK HISTORY CONT.</div> <div>JAN 2000 - JAN 2010</div>	<div>CREATIVE MANAGER   SR. ART DIRECTOR</div> <div>Edge Advertising Agency   Parts Unlimited   Drag Specialties   Dennis Kirk</div> <ul style="list-style-type: none"><li>• Led and mentored creative teams; oversaw hiring, performance reviews, and skill development.</li><li>• Led full-cycle concept and execution of multi-channel campaigns across digital, print, social, video, OOH, packaging, and experiential—delivering compelling, on-brand creative with placements in top motorsports publications including Cycle World, Motorcyclist, Dealernews, and Rider Magazine.</li><li>• Oversaw the production of industry-leading aftermarket parts catalogs, including the renowned FatBook for Parts Unlimited and Drag Specialties—recognized as benchmarks in powersports marketing.</li><li>• Oversee timelines, budgets, production schedules, and vendor relationships. Prioritize and allocate creative resources efficiently while maintaining quality standards and meeting deadlines.</li><li>• Partner with marketing, sales, product, and executive leadership to align creative initiatives with broader company objectives. Translate business needs into actionable creative strategies.</li><li>• Managed project timelines, budgets, and stakeholder communications.</li><li>• Art directed photoshoots and managed full photo studio operations, including photographer oversight, shoot schedules, and visual standards; also led the development of a centralized digital asset management (DAM) system to streamline asset access and brand consistency.</li></ul>
<div>JULY 2010 - DEC 2016</div>	<div>GRAPHIC DESIGNER</div> <div>Target (Rivertown Trading Company / TargetDirect)</div> <ul style="list-style-type: none"><li>• Designed gift catalogs, postcards, brochures, private label packaging, and HR collateral.</li><li>• Developed creative concepts aligned with Target’s brand standards and marketing goals.</li><li>• Managed production and layout of multiple concurrent catalogs; partnered with art directors on lifestyle photo shoots.</li><li>• Maintained brand consistency across print and digital deliverables.</li><li>• Liaised with vendors and print partners; reviewed proofs for color accuracy and layout integrity.</li></ul>
<div>OCT 1995 - DEC 1997</div>	<div>CREATIVE LEAD</div> <div>Twin Cities Living Magazine</div> <ul style="list-style-type: none"><li>• Designed all ads and managed complete magazine pagination and layout.</li><li>• Collaborated directly with clients to ensure timely approval and proper use of advertising materials.</li><li>• Prepared files for press and oversaw final production, including live press checks.</li></ul>
<div>EDUCATION</div>	<div>Brown College</div> <div>Visual Communications Degree</div>