



JENNY LEDERER

Hello, I'm a Brooklyn-based freelance creative with a passion for visual storytelling.

CONTACT

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jennylederer.com

EDUCATION

University of Memphis
2009–2012

Masters of Fine Arts

Tufts University
2002–2005

Bachelor of Arts; Cum Laude

School of the Museum of Fine Arts
2002–2005

SKILLS

Identity + brand strategy

Social media strategy + management

Vector illustration + icon design

User interface design

Print design + pre-press/production

Photography + styling

Retouching + photo manipulation

Photo editing + research

Adobe Creative Suite

Microsoft Office Suite

PowerPoint + Google Slides

Studio lighting + maintenance

Copy writing + editing

EXPERIENCE

Art Director, Jenny Lederer Imaging; New York, NY

September 2016–present

- + Comprehensive brand development and identity design for clients such as Guardian Life Insurance, the Volcker Alliance, the Taproot Foundation, College Summit, and Occupy.com
- + Ideation, art direction, design, and production for print and digital, including presentations, publications, illustrations, and infographics
- + Photo shoot art direction, execution, and post-production for e-commerce, social, stock, and editorial
- + Print production and packaging design for clients such as SkipHop, Poppin, and Converse

Director, Social Media, Dell'Isola Foods; New York, NY

April 2016–April 2018

- + Social media strategy, calendar, and content creation
- + Food and event photography, photo shoot production, styling, and retouching
- + Social media channel and press management for publications including the New York Times, Food & Wine, and the Financial Times, as well as events such as Eataly Flatiron's Manzo takeover and TasteTalks at the Williamsburg Hotel

Graphic Designer, MBooth & Associates; New York, NY

May 2013–August 2016

- + Digital design and illustration for campaigns including Google for Work's "Education on Air" and collaboration with the Khan Academy as well as American Express's Great Googamooga event sponsorship and Global Corporate Payments
- + Photography, photo shoot production, styling, and retouching for clients including General Electric, The Macallan, Patrón, and JCPenney, and campaigns including American Express's #PassionProject and #ShopSmall
- + Marketing consulting for social campaigns for clients including Coupons.com, the Famous Grouse, Stoli, Brugal, Taittinger, and Apartment Therapy

Photo Stylist, Whitmor, Inc; Southaven, MS

June 2012–December 2012

- + Styling, product photography, and post-production for Amazon-based e-commerce and print/digital advertising