

Jennifer Church

GRAPHIC DESIGNER

540-526-4295 • jennifer@jenniferchurch.com • LinkedIn.com/in/jennchurch • Fredericksburg, VA
ONLINE PORTFOLIO • www.jenniferchurch.com

SOFTWARE SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Wordpress CMS
HTML/CSS
Camtasia Studio
MS Office Word
MS Office Excel
Collaboration Apps:
Google Drive, Slack

SCOPE OF WORK

4C Process and Spot
Color Print Design

Print Production
Management

Wordpress Website
Design & Development

Digital / Social Media
Graphics & Video

Logo / Brand Identity
Design

Magazine Layout /
Design

Annual Report Design

Screen Printing
Design & Production

Direct To Garment
Print Design

Billboard / Outdoor
Signage Design

Event / Trade Show
Design

Truck / Van Wrap
Graphics

Newsletter Design

Direct Mail
Marketing Design

Work Experience

JENNIFER CHURCH MEDIA LLC | Freelance Graphic Designer

South Carolina – Texas – Virginia · 1993 – Present

- Creative concept development, layout and design print, digital media and web products to convey my clients message and brand.
- Scope of work has included multi-page booklets, brochures, postcards, newsletters, annual reports, newspaper ads, packaging design, point of purchase displays, corporate logo/branding, large-format event signage, billboard design, social media marketing images and more.
- Design, development and maintenance of multiple Wordpress websites, client social media accounts and supporting Web 2.0 hosted services.

JENSEYDESIGNS.COM | Founder, Designer & Manager

Fredericksburg, VA · May 2020 – Present

- Create concepts and produce design files for 10-15 scalable vector graphic (SVG) products per week for personal or commercial use by crafters, gift and apparel shop resellers.
- Manage listings and provide customer service for e-commerce shop hosted currently on the Etsy platform.
- Manage Search Engine Optimization (SEO) tasks including on-page content, keyword research, meta tags & descriptions, link building, etc.

AIRPORTPARKINGHELPER.COM | Founder, Designer & Developer

Moneta, VA · November 2013 – December 2019

- Conceptualized and developed a successful website featuring budget travel content and resources to help visitors save money on airport parking.
- Managed all facets of Search Engine Optimization (SEO) including on-page content, keyword research, meta tags & descriptions, link building, etc.
- The website was acquired in 2019 by AirportParkingReservations.com.

GO AGENCY | Senior Art Director

Moneta, VA · February 2007 – May 2011

- Full-service creative marketing firm for local & regional business clients.
- Founding publishing company for large bi-monthly local magazine.
- Lead art director and designer on multiple issues of the magazine, in addition to executing client project work for print marketing materials, corporate logo designs, trade show event materials and signage.
- Other duties included securing print production quotes, digital pre-press and in-person press proofing for clients, marketing budget preparation and co-op advertising submissions.

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PROFESSIONAL REFERENCES

Billy McBratney

McBratney Marketing,
Principal Owner
Lynchburg, Virginia

- Phone: 434.847.0815
- billy@mcbratneymarketing.com

Jenny Hull

CKE Media & Brand
Influencers, Founder
Harlingen, Texas

- Phone: 956.245.5501
- jennyrhull@gmail.com

Thomas Brownell

Walton Wyatt LLC,
Managing Member
Harlingen, Texas

- Phone: 956.239.1890
- tbrownell@waltonwyatt.com

Michelle Tuck

Capps Home Building,
Advertising Director (former)
Moneta, Virginia

- Phone: 540.204.0555
- srqmichelle@aol.com

James Wisler

Wisler Plumbing & Air,
President / Owner
Rocky Mount, Virginia

- Phone: 540.483.2167, ext.103
- james@wislerplumbing.com

Jeremy Kirby

Brewery at Divots,
Brewmaster
Norfolk, Nebraska

- Phone: 402.640.1225
- jeremy.kirby@gmail.com

Work Experience, Cont'd

JOHNSON-MEADE ADVERTISING INC. | Graphic Designer

Harlingen, TX · September 1997 – July 1999

- Responsible for creative concepts, graphic design and print production for various marketing materials including rack cards, brochures, annual reports, stationery packages, point of purchase displays and more.
- Small team environment meant coordinating directly with account managers, copywriters and advertising sales professionals to create fresh and unique solutions for our clients.

ERWIN-PENLAND INC. | Print Production Coordinator

Greenville SC · April 1994 – February 1995

- Initiated all print quotes and coordinated product suppliers throughout the production process at this large advertising agency.
- Developed my role in the company as in-house traffic coordinator, maintaining the flow of all jobs to the correct agency personnel and ensuring deadlines for clients, printers and media outlets were met.

CRYOVAC W.R. GRACE | Graphic Artist

Duncan SC · August 1993 – April 1994

- Six-month internship with in-house food packaging design division handling jobs requiring precise print registration and adherence to government food packaging regulations.
- Position extended after graduation as a computer production artist for the same division.

Education

CLEMSON UNIVERSITY | Bachelor of Science, Graphic Communications

Clemson, SC · August 1989 – December 1993

THE FINE ARTS CENTER | Visual Arts Program

Greenville, SC · August 1988 – June 1989