

Jennifer Dowling

Senior Graphic Design Professional looking for freelance part time work

EMAIL

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PHONE

(206) 856-5233

WEBSITE

jenniferdowling.com

Skills

- Brand Management
- Digital Marketing
- Product Marketing
- Social Media
- Adobe Photoshop
- Adobe Illustrator
- Adobe Creative Suite
- Microsoft Office
- Website Management
- Website Builder
- Zoom Rooms
- Video Editing Software

Education

B.S.

Graphic Design
La Roche University

High School Diploma

Academic
Geibel Catholic High School

Work Experience

Graphic Designer / Marketing Assistant

Jennifer Dowling Design + Marketing

Jan 2018 – Present

Pittsburgh, PA

- Maintain relationships with multiple clients and complete many complex projects on time and within established budgets.
- Create designs, concepts and sample layouts based on knowledge of marketing principles and esthetic design concepts.
- Formulate, direct and coordinate marketing activities to promote products and services, working with marketing teams, advertising agencies and upper management teams.
- Confer with clients to determine artistic direction and brand guidelines. Apply to all applicable marketing material.
- Develop high quality graphics, illustrations and layouts for products, services and websites.
- Create two-dimensional and three-dimensional images depicting objects in motion or illustrating a process using computer animation or modeling programs when needed.
- Shoot and edit photos and videos.
- Maintain and organize all files for multiple clients. Update when needed.
- Proof all jobs for clients referencing Pantone color usage and all other industry standards
- Prepress and Imposition for all jobs according to press specifications.
- Follow up with printers and publishers and manage multiple deadlines at once.

Graphic Designer / Webmaster

Northern Lights, Inc

Oct 2006 – Jan 2018

Seattle, WA

- Create innovative design solutions to elevate, differentiate and drive all products' initiatives and increase ROI.
- Design new on-brand visual elements, focusing on concept and messaging to support customer retention and conversion goals.
- Plan annual marketing direction and technical maintenance with upper management teams.
- Generate Design and Production of various visual communication materials across a variety of media (print, digital, internet ads, email and social media, building and outdoor signage, packaging, infographics etc.).
- Took charge of marketing material inventory and ordering.
- Was a Key part of the Auditing Team the entirety of the business for a successful ISO certification.

Graphic Designer / Graphic Artist

VARIOUS COMPANIES PRE-2006

Oct 1996 - Jan 2018

Various, International

Create designs and pre press for the following companies from 1996-2006:

- Clearchannel Communications Outdoor 2006-2005
- Costco, REI and Becker and Meyer! (Through The Creative Group) 2005-2003
- Verizon Yellow Pages 2003-2000
- Docusystems (through Questar Staffing) 1999
- Dynamic Dies Inc. 1999-1996