




# JENNIFER PURUCKER-LANDER


## GRAPHIC DESIGNER



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### ABOUT ME

Highly motivated team player seeking a challenging position where my existing creative abilities developed through experience, including the re-brand and major acquisition of a billion dollar IPO, leading the marketing efforts for a public offering and trading are fully utilized with opportunity for growth. Articulate communicator with strong time and project management skills.

### HIGHLIGHTED EXPERTISE

- Graphic design
- Digital content marketing
- PowerPoint presentation design
- Discovery & Analysis
- SEO & Google Analytics

### INTERPERSONAL SKILLS

- Highly Creative self starter
- Organizational expertise
- Enthusiastic in all endeavors
- Driven to problem solve
- Keenly adept at working with all facets of an organization

### EXPERIENCE

**Marketing Manager/Graphic Designer**

#### Target Hospitality

2018-22

- Collaboration with designers, product marketers, sales professionals, and industry experts to produce content that advances the brand
- Creating content and repurposing content across platforms and social media channels to build brand familiarity and generate demand

### SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe Premier Pro

Captivate

Wordpress

Web development HTML & CSS

MailDesign Pro

Mail Chimp/Constant Contact

MS Office Word

MS Office Excel

MS Office PowerPoint Design

Pre Press Skills

Typography & Color

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## GRAPHIC DESIGNER



### EXPERIENCE

Marketing  
Manager/  
Graphic  
Designer

● **Target Hospitality**

»»» 2018-22

- Strategizing and executing advertising campaigns and future campaigns
- Naming, brand creation, and brand architecture
- Demonstrated experience with digital and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Designed roadshow materials for IPO
- Designed/edited video for IPO & NASDAQ opening
- Designed and managed all social media, digital content, collateral, print, out of home, sales presentations, board deck etc. for 33 communities
- Track google analytics and ROI
- Create board decks and corporate power point presentations
- RFP & RFQ proposal experience
- Ensure that the brand, messaging, product and services were always presented professionally and creatively
- Responsible for content creation and management including digital asset manager and video content spot creation.
- Directed photo-shoots and edited all photos and videos
- Responsible for creation of corporate guidelines and branding
- Responsible for and maintain the company website & IR site through content population, updates, workflow configuration, list segmentation and integration
- Work directly with all vendors, partners, and promotional partners
- Create, manage, plan, and execute events, trade shows and yearly calendar

Graphic  
Artist

● **Sysco Foods**

»»» 2017

- Graphic Design for Menu Services and responsible for corporate PowerPoint presentation materials for a large global company

Creative  
Lead

● **Executrain of Houston**

»»» 2017

- Re-design and re-brand website, corporate identity, marketing materials and social media

Creative  
Project  
Manager

● **Baker1 Design**

»»» 2016-17

- Communicated, tracked, and managed job status, creative check-in reviews, deliverables, and approvals from project kick-off through completion
- Generated and maintained project timelines and budgets
- Managed and maintained editorial, art, design, legal and brand approvals for all creative requests
- Communicated project direction and deadlines to both and external resources
- Managed creative and marketing submissions, revisions, comments, and approvals
- Managed, updated, and provided weekly status report to creative leads and design team

Owner

● **E&I Design and Marketing**

»»» 2013-22

- Managed multiple designs/projects for various clients and industries monthly
- Created 8-page magazines, post cards, invitations, letters, flyer's, email blasts, websites, corporate branding, billboards, social media, vehicle graphics etc...
- Graphic designer for Automotive Direct Mail industry producing over 500,000 pieces of direct mail a month