



JENNIFER PURUCKER-LANDER

Marketing Director/Graphic Designer

Professional Summary

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 training, are fully utilized with opportunity for growth. Articulate communicator with strong time and project management skills.

Info

-  **Jennifer Purucker-Lander**
-  **4714 Broken Elm Drive
Spring, TX 77380**
-  **713-380-7822**
-  **EandICreativeDesign.com**
-  **linkedin.com/in/jennifer-lander-68b19b7**

Highlighted Expertise

- Graphic Design
- Discovery and Analysis
- Storyboarding
- Customer Service
- Pre-Press Skills
- Project & Office Management
- Power Point Design
- Administration

Skills

Interpersonal Skills

- InDesign** 
- Photoshop** 
- Illustrator** 
- Captivate** 
- Wordpress** 
- Mail Design Pro** 
- Mail Chimp** 
- Constant Contact** 
- MS Office** 
- Mac & PC Based** 
- Pre Press Skills** 
- Typography & Color** 

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

Experience

Target Hospitality - Marketing Director & Graphic Designer 2018-2020

- Target Hospitality - Marketing Director & Graphic Designer 2018-2020**

- Re-Branding of a major acquisition. Re-branding of the combined entity prior to a billion dollar IPO.
- Created roadshow materials for IPO
- Created, edited video for IPO and NASDAQ opening
- Partner with the Chief Commercial Officer to build marketing strategy inclusive of PR, social media, digital, print, out of home etc. for 25 communities
- Create, maintain and manage budget, evaluate and develop marketing strategy and marketing plan, tailored to each unique region
- Saved \$1.2 million dollars by taking over previously outsourced jobs and vendor re-negotiations
- Track Analytics and ROI
- Create board decks and corporate power point presentations
- 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 for major acquisition
- Responsible for and create corporate guidelines and branding
- Supported commercial sales team and 25 communities with all marketing materials and print needs

JENNIFER PURUCKER-LANDER

Marketing Director/Graphic Designer

Experience

Target Hospitality - Marketing Director & Graphic Designer

2018-2020

- Responsible for and maintain the company website & IR site through content population, updates, workflow configuration, list segmentation and integration, SEO etc.
- Create and maintain social media presence on all platforms and mediums
- Work directly with all vendors, partners and promotional partners
- Create, manage, plan and execute events, trade shows and yearly calendar

SYSCO FOODS- Graphic Artist

Contract 2017

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

Executrain of Houston - Creative Lead

Contract-2017

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

Baker1 Design - Creative Project Manager

2016-2017

- 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

E & I Design and Marketing - Owner

2013-2020

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

Genesis Marketing - Account Manager & Graphic Designer

2007-2013

- Managed multiple accounts from sales process through design concepts training and reports
- Assisted in analyzing, ordering, merging and uploading mail lists for one million plus pieces of mail per month
- Assisted Art Director in over flow of art designs, mock-ups, presentations and proofing
- Account Management for top sales team and Director of Sales
- Provided new hires with all medical, dental, 401K information, company policies and procedures
- Created and train materials for new personnel through on-boarding process
- Researched and implemented cost effective tools to manage sales team and provide company with ways to better brand the product
- Produced high-quality marketing and promotional materials for web and print such as signage, vicinity maps, social media, corporate identity, websites, direct mail, flyer's, newsletters etc...