




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

MailDesign Pro

Mail Chimp/Constant Contact

MS Office Word

MS Office Excel

MS Office PowerPoint Design

Pre Press Skills

Typography & Color

JENNIFER PURUCKER-LANDER

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
- 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 vide 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