JENNIFER PURUCKER-LANDER

MARKETING/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

- Marketing/Graphic design
- Brand Management
- Project Managment
- Digital content marketing
- PowerPoint presentation design
- Discovery & Analysis
- SEO & Google Analytics

INTERPERSONAL SKILLS

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

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

EXPERIENCE

Marketing Specialist

2023-26

KLX Energy Services

- Managed strategy, execution, and reporting on industry social media channels
- Worked with executive team on best practices on volume, timing, tone, graphics and other related components
- Created compelling, professional graphics/videos, presentations that represent the company brand, divisions, and industry
- Worked with outside vendors for event management and execution of trade shows and c corporate events
- Oversee agency relationships and vendor partnerships
- Created a new Website ,SharePoint, and Webstore site for KLX employees and vendors

Director of Marketing/ Graphic Design

2018-22

Target Hospitality

- Collaboration with designers, product marketers, sales professionals, and industry experts to produce content that advances the brand
- Creating content and re-purposing content across platforms and social media channels to build brand familiarity and generate demand
- Strategizing and executing advertising campaigns and future campaigns
- Naming, brand creation, and brand architecture
- Demonstrated experience with digital and social media platforms, including LinkedIn, Face book, 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

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

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Creative Project Manager

Baker1 Design **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

Owner

E&I Design and Marketing **2013-2025**

- 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