

JENN PRAHL GRAPHIC DESIGNER

(p) 813-297-3528 (e) jennprahl@gmail.com (w) JenniferPrah.com



PROFILE

Creative Graphic Designer with over a decade of experience working for ad agencies and in-house marketing teams. Dog enthusiast and music nerd.

CREATIVE SKILLS

Layout/Grid
Branding/Corporate ID
Print Collateral Design/Prepress
Website/Landing Page Design
Social Media Graphics
Web Banner Design
Tradeshows Graphics
Magazine/Newspaper Ads
Logo Design
Infographics
eBook Design
Typography
PPT Slides

EDUCATION

BACHELOR OF SCIENCE
GRAPHIC DESIGN

The Art Institute of Pittsburgh
Pittsburgh, PA 2000 - 2004

EXPERIENCE

Acquire Direct Marketing | Graphic Designer | Tampa, FL | June 2018 - July 2020

- A production-based role where I worked as part of an in-house production team. Duties included working with the sales team, trafficking team, and pre-press team for the production of direct marketing mailers.
- Creating custom direct mail pieces, maintained and updating templates, as well as setting up campaigns in a proprietary RSVP application.
- Proofing, quality control, and meeting all pre-press guidelines.

ConnectWise | Graphic Designer | Tampa, FL | November 2013 - May 2018

- Worked as part of an in-house marketing team. Duties included working closely with the Copywriters, Creative Director, Digital Marketing Team, Marketing Managers, Community Team, and other company stakeholders to produce and manage a variety of graphic design projects that included: multi-piece ad campaigns, marketing collateral, landing pages, email marketing, social media graphics, and tradeshow items.
- Created and maintained templates based on business strategy, industry best practices, and digital marketing analytics.
- Managed projects with Freelance Designers, created a training guide, provided directions and feedback.

IQPC | Graphic/Web Designer | Tampa, FL | October 2011 - August 2013

- Worked as part of an in-house marketing team to design, front-end HTML/CSS code, QA/QC, and maintenance over a dozen publishing websites.
- Worked closely with Creative Director and Sr. Web Developer to update front-end designs from mock-ups to deployment.
- Created marketing collateral, such as: web banners, website graphics, newsletters, and email campaigns.

Winsper | Freelance Graphic Designer | Boston, MA | November 2009 - September 2011

- Small boutique ad agency. Worked in-house with Creative Directors and Account Managers on a variety of design projects.
- Responsible for taking design concepts and applying them to several mediums, such as: print ads, brochures, direct mail, in-store displays, ppt slides, web banners, landing pages, HTML emails, and social media graphics.

Bernard Hodes Group | Graphic Designer | Boston, MA | March 2006 - August 2009

- Global ad agency specializing in recruitment advertising. Supported national team members by the assessment, production, and management of graphic design projects, such as: print ads, brochures, tradeshow booths, landing pages, email campaigns, billboards, and banner ads.
- Created layouts from design concepts for various mediums while maintaining corporate branding.
- Collaborated with Project Manager and Account Service teams to establish timelines and priorities.

TECHNOLOGY SKILLS



Adobe Bridge ●●●●○
Adobe After Effects ●●○○○
Microsoft Office ●●●○○
Basic HTML/CSS ●●●●○
Responsive Design ●●●○○
Sitecore ●●●○○
Eloqua ●●●○○
SEO ●●●○○

SOME STUFF I LIKE TO DO OUTSIDE OF WORK

