

JENN PRAHL GRAPHIC DESIGNER

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PROFILE

Creative Graphic Designer with over a decade of experience working for Ad Agencies and In-House Marketing. Dog enthusiast and music nerd.

CREATIVE SKILLS

Layout/Grid
Branding/Corporate ID
Print Ads
Website/Landing Page Design
Social Media Graphics
Web Banner Design
Tradeshows Graphics
Brochure Design
Logo Design
Infographics
eBook Design
Typography

EDUCATION

BACHELOR OF SCIENCE, GRAPHIC DESIGN

The Art Institute of Pittsburgh
Pittsburgh, PA 2000 - 2004

EXPERIENCE

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.
- HTML/CSS coded landing pages and emails. Later built website pages, landing pages, and emails in Sitecore and Eloqua.
- Worked closely with other Designers to review each other's work, provided and received constructive criticism.
- Collaborated with Marketing Team to define goals, process, and prioritization of work.
- Managed projects with Freelance Designers by working as a liaison between them and the client; created a training guide, provided directions and feedback.

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

- Worked as part of in-house marketing team to design, front-end HTML/CSS code, QA/QC, and maintain over a dozen of 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.
- Revitalized existing websites with updated designs and responsive layouts.
- Closely worked with the Sr. Developer to trouble-shoot and resolve website issues.

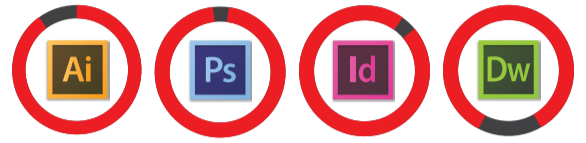
Winsper | Freelance Graphic Designer
Boston, MA | November 2009 - September 2011

- 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, and social media graphics.
- Designed and coded HTML emails and landing pages.

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.
- Assisted and facilitated Creative Director and Account Service team members on numerous overflow design projects.

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

