

EXPERIENCE

Jen Smith Creative 2004 - present

Owner, JenSmithCreative.com

Owns and operates a successful freelance design business by producing high-quality, super-creative design solutions for a wide variety of clients from Los Angeles to Philadelphia. Work includes logo design; corporate identity branding; marketing campaigns; website design and maintenance; illustration; media buying and planning; print coordination; copy writing services; videography, editing and publishing; social media marketing; CD jewel case, disk and jacket design; and much more.

- Current clients include:
- Fort Collins Lincoln Center
 - Sage Marketing Group, Inc.
 - City of Fort Collins Transfort
 - Candlelight Dinner Theater
 - Allura Skin and Laser Clinic
 - Pickled Pink Gourmet Foods
 - Grossman Plastic Surgery, Beverly Hills, CA
 - Facial Aesthetics, Highlands Ranch, CO
 - Wall Street Warfighters, Philadelphia, PA
 - Inga Finch Photography, Tallahassee, FL

Coloradoan Media Group Fort Collins, Colorado | 2002 - present Creative Graphics Supervisor

Supervises nine people on the creative design team by managing work flow, delegating projects, performing annual reviews, scheduling, approving time cards, designing and facilitating advanced training for new advertising executives. Acts as a creative liaison between advertising customers and creative staff. Assesses problems with functional procedures internally between advertising staff and creative team to constructively problem solve and create better work flows. Creatively responsible for: conceptualizing and designing BIG IDEA advertising campaigns for key clients; designing internal and external marketing and advertising campaigns with print and online ads; copy writing; media kits; brochures; sales flyers; bill stuffers; direct mail; event programs; planning and directing video shoots, filming, editing videos for corporate banquets and events; animated online ads; trade show posters and signage; print ads; news graphics and illustrations; designing covers for weekly publications for outdoor adventure and entertainment publications; special section cover design; pricing and purchasing printed materials; create branding images, logos and sales campaigns. Responsible for major art redesigns for newspaper sections including the Classifieds and news sections.

Mountain Media Fort Collins, Colorado | 2001 - 2002 Production Artist

Balanced multiple design projects in a busy print shop; created design concepts for numerous clients; execution and presentation of posters, signage, brochures, print advertisements, corporate identity. Acquired extensive pre-press knowledge including file set-up, black & white, spot color, color-separations and 4-color digital output.

Leclair Design Denver, Colorado | 2000 - 2001 Junior Designer

Conceptualized and designed advertising and direct mail materials for national Clear Channel radio stations; designed newsletters, posters, merchandise, marketing materials, baseball cards and membership certificates for kid's fan clubs of multiple NBA, MLB, NHL and NFL professional sports teams including but not limited to the Chicago Bulls, Atlanta Blackhawks and Cleveland Browns.

LIKES: Flip flops, cherry-dipped ice cream cones, mustaches, Michael Jackson, avocados, anything Apple, and spontaneous travel.

DISLIKES: Styrofoam rubbing together, slurping soup, smacking gum, cooked spinach, scary movies, and snakes.

EDUCATION

University of Nebraska; Lincoln, Nebraska
Bachelor of Science, Marketing and Graphic Design, 1998

WHY CHOOSE ME?

- High level of proficiency using the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, HTML, etc.)
- Extensive experience with Macintosh operating systems
- Advanced photography, videography and editing skills
- Accomplished athlete and team member
- Plate spinning National Champion
- Because I'm productive, professional, creative, fun and nice!