



Jenny Poff

graphic designer, creative director, owner, brand manager, painter

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Strengths

- Skilled multi-tasker, under stress and in fast-paced environments
- Self-motivated and organized
- Adept at conceiving innovative and tangible ideas
- Effective communicator with clients, management, and staff
- Goal-oriented and task-driven
- Keen eye for typography, color and image composition
- Productive independently and in a team

Experience

Marsha Marsh Real Estate Services

October 2008 – Present

Brand Manager

- Design and manage all marketing materials for brokerage of approximate 20 people
- Develop and manage brand identity
- Manage projects, project work loads, tight timelines, client and vendor relations, budgets, and production

Presque Isle Designs, LLC

August 2007 – Present

Owner/Creative Director

- Create brand identities for small businesses
- Interior branding, collateral materials, special events, trade shows

PPA Graphics, Inc.

April 2007 – October 2008

Art Director

- Design and manage pharmacy retail signage, trade shows, branding, and collateral materials for a variety of industries such as senior living, restaurants, education, and manufacturing
- Develop and manage brand identity systems for companies such as Red Roof and Cardinal Health
- Managed project work loads, tight timelines, client and vendor relations, budgets, and production

Cardinal Health

August 2005 – April 2007

Graphic Designer

- Brand identity support
- Project coordination/trafficking, office operations, support design forums
- Collaborate on design and marketing initiatives with business segments specializing in pharmaceuticals, generics, retail and independent pharmacies, as well as internal communications
- Design a wide variety of applications from small web graphics, printed brochures, to RV mobile graphics
- Contributed to the Cardinal Health Image Library by providing design feedback on the selection of comps including sketching subject matter for photo shoots

Color Design Innovations, Inc.

June 2002 - August 2005

Associate Art Director

- Supervised staff, coordinated schedules, assisted system administrator and synthesized team communication and training for a solid collaboration
- Coordinated/designed realtor listing brochures, mailers, company branding materials 'Special Projects'
- Led client consultations and marketing strategies



Experience cont.

Center for Innovations in Technology for Learning

2001 - 2002

Graphic Designer

Gerbig, Snell/Weisheimer & Associates, Inc.

Winter break 2001

Graphic Design Intern

Education

- Ohio University – Bachelor of Fine Arts: Graphic Design
- Columbus State Community Collage – Macromedia Flash
- National Adobe Photoshop Professionals seminar Photoshop Down & Dirty Tricks – Columbus, Ohio
- Cardinal Health Design Forum – McGaw, IL
- Ohio University Continuing Education – Creating Web Pages II

Affiliations

- Erie Small Business Alliance
- Advertising Federation of Northwestern Pennsylvania

Accomplishments

- Awarded Best of Show: Charles Logan Smith Award for Excellence in Design
- Advanced from entry level graphic designer to Associate Art Director/Supervising Manager in two years.
- Assisted in the high quality customer service that maintained steady clientele as well as increasing that clientele from 300 clients and \$15,000 per month to 500 clients and \$38,000 per month in two years at Color Design Innovations, Inc.
- Independently designed six interior brandscaping walls inside Red Roof's corporate office in Columbus, Ohio, with a budget of \$50,000. Currently designing additional walls for their training facility.
- Self-employed business owner of Presque Isle Designs.

References

Available upon request