

JENNIFER BRASINGTON

MARKETING | WRITING | DESIGN

jebrasington@gmail.com

www.sunnyvillezoo.com/portfolio



ANALYTICAL

EXPERIENCE

Press Releases
White Papers
News Articles
User Manuals
Trade Show Mgt
Budgeting
Media Buyer/Placement

ROLES

Marketing Manager
Team Leader
Account Executive
Public Relations
Technical Support

WORK STYLE

Detail Oriented
Team Player
Multi-Tasker
Calm Under Pressure
Fast Learner
Diligent
Fair
Proactive



SKILLSET

Adobe Creative Suite
Photoshop
Illustrator
In Design
Microsoft Office
Word
Excel
Powerpoint
AP Style
Sugar CRM
ACT Database
HTML Code
Instagram
Facebook
Twitter



Copywriting
Creative Strategy
Creative Writing
Graphic Design
Problem Solving
Photoshoots

Experiences

Creative Manager
Graphic Designer
Copywriter
Art Director

Roles

Big Picture
Independent
Easily Adaptable
Honest
Resourceful
Intuitive
Flexible
Empathetic
Personable

Work Style

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MARKETING | GRAPHIC DESIGN | COPYWRITING

Creative and analytical self-starter, proactive and independent with strong communication skills and 20 years of experience. A team player equally at home in the trenches as in the war room.

UNITED MEDIA SOLUTIONS, SENIOR COPYWRITER & LEAD GRAPHIC DESIGNER

- Senior copywriter and account executive responsible for writing brand voice, sales-driven copy and communicating effectively with clients to provide timely advertising copy to drive point of purchase revenue.
- Marketing director collaborating with company executives to execute strategic content for website, sales collateral, sales presentations, white papers and instructional manuals.
- Graphic designer producing all internal graphics from conception to completion for digital and print communications. Includes all sales collateral, online web graphics and infographics.
- Graphic designer providing national clients with revenue-driven digital in-store promotional signage.
- Public relations specialist producing content for press releases and news stories.

NASH FINCH COMPANY, CREATIVE MANAGER

- Team leader effectively routing workflow to team of artists and photographers to ensure completion of projects in a timely, efficient manner for maximum productivity results.
- Graphic designer production artist providing creative design, layout and art design skills for product catalog development and execution.
- Procured relationships with outside vendors to secure best business practices.
- Managed professional photoshoots with outside vendors to provide photography and art direction for impactful advertising images.
- Account manager for specialty Hispanic grocery stores, utilizing effective communication skills for grand opening marketing strategies and ongoing advertising for optimal consumer experience (CX).

CINCINNATI GEAR COMPANY, MARKETING MANAGER

- Developed and executed corporate rebranding strategy, including new logo design, style sheet, print advertisements and marketing materials to generate customer awareness and drive sales initiative.
- Created strategic direction and managed implementation of advertising campaigns to drive sales activities. This included graphic design from conception to completion, and copy development, increasing RFI for sales department by over 200%.
- Managed annual advertising budget, including medial buying and placement.
- Trade show event management and coordination, including effectively communicating with worker's unions and event staff to create eye-catching displays for maximum traffic.

ADDITIONAL EXPERIENCE AND SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Quark Xpress
- HTML
- Microsoft Office (Word, Excel, PowerPoint)
- Social Media (Instagram, Twitter, Facebook)
- ACT Database Management
- Sugar CRM

VOLUNTEER/OTHER

- Mt Washington Presbyterian Church (MWPC) - Graphic design for digital media, interactive worship displays, committee logo design, display advertisements, catalogs, brochures, posters and environmental graphics.
- Managed online and social media presence for MWPC.
- Leader of weekly junior high program for MWPC.
- MWPC Jr. and Sr. High Sunday School, organizing lesson plan and leading weekly educational sessions.
- Author/Illustrator: grew social media platform from zero to 1300 followers in one year through engagement and quality content which resulted in 300% additional book sales.

EDUCATION

OHIO UNIVERSITY - E.W. SCRIPPS SCHOOL OF JOURNALISM

BACHELOR of SCIENCE - JOURNALISM / ADVERTISING MANAGEMENT

4.0 Major GPA, Summa Cum Laude, Valedictorian of College of Communications