



Jennifer Lynn Guthrie

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2008 Resume

Experience

Pitman Creek, Hustonville KY, 2007 -present, Graphic Designer and Media Specialist

- Responsible for all printed collateral: monthly circular; weekly product information sheets; yearly (300+ page) catalog; Ads in Fishing Tackle Retailer Magazine
- Internet: update news articles; post product photography
- Create a complete digital library of vendor products and logos for print and web usage by contacting vendors to obtain the correct files, or photographing and correcting the products.

DecoArt, Stanford KY, 2004 -2007, Graphic Designer and Marketing Coordinator

Graphic Designer 2004-2007

- Printed collateral: logo design; page layout; packaging; advertising; etc.
- Digital photography; photo manipulation; color correction
- Create presentations which helped boost sales to retailers.
- Internet: create web pages; post projects and pages to the website; maintain video web pages
- Create Online Product Education Videos to increase consumer awareness of products and boost sales.
- Create 3 dimensional mock-ups for new display racks, photography, sales presentations and sales presentations.
- Manage multiple projects simultaneously; create with minimal art direction
- By organizing the Graphics Department resources (photos, job files, and photography props) I was able to reduce time spent looking for resources by half or more.

Marketing Coordinator 2006-2007

- Research new ways to market craft paint through kit packaging; get quotes for costing
- Manage [Michael's Craft Stores] wood label program. Before this project was entrusted to me, it had been mismanaged, and labels were often late and incorrectly billed. By setting up a check sheet/schedule I was able to produce labels on time and properly bill them.
- Continue providing Graphic Design support (as outlined above)

Frances Meyer, Inc, Pooler GA, 2000 - 2003, Designer I

- Concept, design, and pre press production of sticker, stationary, scrapbooking products, and company catalogs
- Review other designers' work for quality control
- Design magazine advertisements
- Digital photography; photo manipulation; color correction
- Manage multiple projects simultaneously

Self Employed, Danville KY, 2005 to present, Pro Bono Freelance Artist

- Christmas cards
- Web site Design & Maintenance: EducationAndCommonSense.com

Self Employed, Savannah GA, 1999 - 2000, Freelance Artist

- Painting, Illustration, Sculpture
- Contact clients, negotiate contracts, and bill clients

Summary

Detail-oriented graphic designer with experience in a wide variety of media seeking to help you grow your business.

Education

Savannah College of Art and Design

Savannah, GA

BFA in Graphic Design

Skills

- Comfortable in PC or Mac Environment
- QuarkXPress
- InDesign
- Illustrator
- Freehand
- Photoshop
- Office Suite
- GoLive
- Painting
- Color Correction
- Pre press Production
- Digital Photography
- Digital Video
- Premier Pro
- Audition
- Encore
- Sculpture

Awards/Competitions

Craftrends

Awards of Creative Excellence (ACE) 2007

Presentation of Foam Paint by DecoArt

- Innovation Category: *Finalist*
- General Crafts Category: *Winner*