



JENNIFER HUFFMAN

ART DIRECTOR

EXPERIENCE

RAINDROP MARKETING

CREATIVE SUPERVISOR

2018-Current

SR. GRAPHIC DESIGNER

GRAPHIC DESIGNER

- Design and/or oversee high-level creative, such as brand development, websites, campaigns, etc
- Manage Team of Associate-level Designers
- Art Direct photo shoots, track industry design trends, create sales and marketing materials
- Hands on styling for video and photo productions

MILE 9 AGENCY

VISUAL DESIGNER

2017-2018

- Develops branding for emerging clients including but not limited to logos, visual identity, website, and packaging
- Leads art direction for digital, traditional, and experiential campaigns for health and wellness clients
- Works with mission driven brands and socially responsible CPG products to ensure quality campaign results

CLASSIC HOME

MARKETING GRAPHIC DESIGNER

2015-2017

MARKETING JR. GRAPHIC DESIGNER

MARKETING INTERN

- Project lead and Art Direction of company wide Visual Re-brand
- Creative lead on brand development and visual identity for both primary and sub brands
- Concept and production of advertisements (Web, Print and OOH), social content, email campaigns
- Created and executed a social media plan to increase Facebook likes by 80%, Twitter following by 130%, Instagram following by 800%, and Pinterest following by 140%
- Art Direct photo shoots, track industry design trends, create sales and marketing materials

LMU AREA HOMES

BRAND DEVELOPMENT & SOCIAL MEDIA

2014-2015

- Developed visual brand identity and marketing strategy
- Content creation for online and print advertisements and marketing materials
- Increased Facebook likes exponentially (5660%) while managing social accounts
- Developed a targeted advertising strategy with the client to reach annual goals, resulting in record breaking application numbers and increased customer loyalty

LMU - DEPARTMENT OF STUDENT LEADERSHIP AND DEVELOPMENT

GRAPHIC DESIGNER

2013-2015

- Designed promotional materials for events including posters, programs, flyers, tickets, and social content

EYES OF THE WORLD MEDIA GROUP

DESIGN TRAINEE

2014

- Collaborated with the CEO and director on design and marketing jobs for client projects

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MARKETING/DESIGN INTERN

2012-2013

- Worked as part of the marketing team to promote the corporate identity in the mobile advertising industry primarily through design and advertisement campaign development.

EDUCATION

GRAPHIC DESIGN

LOYOLA MARYMOUNT UNIVERSITY

CUM LAUDE

STUDY ABROAD : FLORENCE, ITALY

ACCENT - FLORENCE CENTER

ADVERTISING PORTFOLIO SCHOOL

THE BOOK SHOP

Leadership and Awards:

- ArtSmart Leader and Mentor, non-profit organization
- Genevieve Underwood, R.S.H.M. Perpetual Trophy for Outstanding Service
- Sister Regina Buchholz Award for Service

- Donald E. Hanson Memorial Art Scholarship
- Order of Omega Leadership Honor Society
- Founding member of LMU's Peer Mentor program

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