

JENNIFER RODRIGUEZ

jenigraphic@gmail.com | 864.266.4448 | www.jenigraphic.com | www.linkedin.com/in/jenigraphic | Fort Mill, SC

PROFESSIONAL SUMMARY

Strategic creative leader with 20+ years leading brand vision, creative teams, and scalable design solutions for Fortune 500 companies and global brands. Proven expertise in translating business objectives into compelling visual storytelling that drives measurable results: 63% cost reductions through design innovation, 20% engagement growth, and \$95M+ revenue impact. Expert in creative direction, cross-functional leadership, and delivering cohesive brand experiences while adapting to evolving business needs and emerging technologies.

PROFESSIONAL EXPERIENCE

Senior Creative Services Manager | Sunbelt Rentals September 2021–Present
Direct creative vision and brand strategy for global equipment rental leader, ensuring cohesive visual identity and design excellence across North America.

- Lead team of 5+ creative professionals and multiple agency partners, collaborating cross-functionally with 15+ business units to deliver brand governance, brand positioning, and omnichannel art direction
- Optimize workflows and resource allocation for concurrent projects, including marketing storefront launch that achieved widespread adoption across 1,200+ locations nationwide
- Develop creative strategy and execute scalable solutions for high-impact projects aligned with business goals
- Spearheaded product catalog redesign in three months, managing content creation, vendor coordination, and eCommerce integration, driving 25% increase in referral traffic
- Built comprehensive graphic toolkit establishing consistent brand identity while expanding creative flexibility for 16 annual demand-generation campaigns, motion graphics, partnerships, and events
- Directed promotional storefront and WebDAM management, ensuring asset organization, site maintenance, and operational excellence

Creative & Marketing Manager, Canada | Compass Group North America 2018–2020
Led creative execution of marketing strategies targeting current and prospective Foodbuy members across all vertical markets in Canada as sole Canadian market creative lead.

- Designed and managed creative communications, brand governance, and translation for bilingual audiences across collateral, advertising, and presentations
- Produced digital publications for US and Canadian markets by leveraging data insights to identify growth opportunities, driving 20% increase in member engagement and 8% profit growth
- Spearheaded complete company website rebrand and established social media presence within three months, delivering launch plans, content calendars, and ongoing maintenance protocols
- Strengthened cross-border collaboration between US and Canadian teams to optimize marketing plans, campaigns, and regional initiatives
- Directed workflow planning and provided art direction while supervising Senior Graphic Designer

Creative Marketing Manager | Continental Tire the Americas 2016–2018
Led creative communications for global tire manufacturer, serving Commercial Vehicle Tires customers and end-users across North and South America.

- Created visual assets while managing brand governance, translation, and production of all creative materials including collateral, advertising, direct mail, multimedia exhibits, video, and photography
- Implemented digital template system expanding dealer marketing toolkit and exterior signage program through stakeholder engagement, achieving widespread adoption across sales teams
- Pioneered transition from traditional product photography to CGI rendering, creating scalable asset library and reducing annual production costs by 63% (\$150K savings)
- Established North American media advertising plan while managing six-figure budgets, vendor coordination, agency partnerships, auditing, and performance optimization
- Recruited, mentored, and supervised Creative Intern, resulting in full-time corporate placement

Creative & Marketing Manager | City of Greenville 2015–2016

Developed and implemented creative communications for community events, press conferences, and public information campaigns.

- Delivered cohesive visual communications supporting city programs through design concepts, advertising, event collateral, social media content, and press releases
- Oversaw sponsorship retention program and supervised Sales & Marketing Coordinator and Graphics Intern
- Rebranded city's largest annual event with new visual identity and experiential graphics, driving 7% regional attendance growth and recognition as Top 20 US festival by Country Living magazine

Art Director | Gannett 2014–2015

Led creative vision and art direction for multiple publications within The Greenville News portfolio.

- Directed design and project management for all creative deliverables including copywriting, social media, and digital marketing in collaboration with newsroom staff, sales teams, and vendors
- Served as representative for The Greenville News at events and community engagements
- Conceptualized and art-directed TALK magazine anniversary edition, generating notable industry recognition and 14% increase in advertising sales revenue

Senior Graphic Designer | Prudential Financial 2010–2013

Created high-profile creative concepts and strategic sales materials with research-backed design solutions for Prudential Retirement, securing key prospects and generating over \$95 million in new assets.

Creative Services Manager | Lladró USA 2002–2005

Led creative team and developed marketing collateral and visual merchandising strategies for global luxury porcelain brand across North and South America.

Graphic Designer | The Zimmerman Agency 2005–2007

Graphic Designer | Sonny's Enterprises 2001–2002

EDUCATION & CERTIFICATIONS

Master of Arts, Graphic Communications Management and Technology | New York University

Bachelor of Fine Arts, Communications Design | Pratt Institute

Certified ANA Marketing Professional | Association of National Advertisers

Professional Development: International Marketing, Business Writing, UX/UI Design | Coursera

TECHNICAL PROFICIENCIES

Creative Tools: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Dimension, Premiere Pro, After Effects, Firefly) • Figma • Final Cut Pro

Project Management: Adobe Workfront • Smartsheet • Monday.com • Asana

Digital Marketing & Analytics: Google Analytics • SEO • WordPress • HTML/CSS • Hootsuite • Mailchimp

Asset & Content Management: Adobe Experience Manager • WebDAM • Microsoft 365 Suite • SharePoint

Additional Skills: Bilingual (Spanish) • AI-Assisted Content Creation • Copywriting & Brand Guidelines Development

AWARDS & AFFILIATIONS

Memberships: AIGA | The Professional Association for Design

Awards: AdEngage™ Award, Signet Research, Inc. • Best of Category Award, The Printing Industry of the Carolinas

Community Service: Feed the Hunger • Second Harvest Food Bank