

JENNIFER RODRIGUEZ

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PROFESSIONAL SUMMARY

Senior creative leader with 20+ years guiding brand strategy and creative teams for Fortune 500 companies and global brands. Proven success translating business objectives into compelling visual storytelling with measurable impact, including 63% cost reduction through design innovation, 20% engagement growth, and \$95M+ revenue generation. Strengths in creative direction, cross-functional collaboration, and inspiring teams to deliver consistent, high-quality work while adapting to evolving business priorities.

PROFESSIONAL EXPERIENCE

Senior Creative Services Manager | Sunbelt Rentals September 2021–Present
Direct creative vision and brand strategy for global equipment rental leader, ensuring a cohesive experience to employees and customers in North America.

- Lead team of 5+ creative professionals and agency partners, collaborating with 15+ business units to deliver brand maintenance and art direction of all requests spanning across various mediums and channels
- Optimize workflows and resource allocation across multiple projects, including marketing storefront launch adopted by 1,200+ locations nationwide
- Design scalable creative solutions for high-visibility projects targeting company-wide business goals
- Led product catalog redesign in three months by assembling a cross-functional tiger team, coordinating content, vendors, and eCommerce integration to drive 5% increase in referral traffic
- Implementation of a graphic toolkit to establish a consistent look and feel while pushing creative boundaries for 16 annual demand-generation campaigns, motion graphics, partnerships, and events
- Directed promotional storefront and WebDAM management, ensuring asset organization, site maintenance, and platform reliability

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

- Designed and managed creative communications, brand strategy, 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
- Led 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 management 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 throughout the Americas.

- Provided design and brand management of all creative assets including collateral, advertising, custom direct mail/POS displays, multimedia exhibits, videos, and photography, with bilingual translation support
- Developed digital templates for dealer marketing suite and managed exterior signage program, increasing usage across sales teams
- Led transition from traditional product photography to CGI rendering, creating a scalable asset library and reducing annual production costs by 63% (\$150K savings)
- Established North American media advertising plan, managing six-figure budgets and overseeing vendor and agency performance through auditing and process improvement
- Recruited, mentored, and supervised Creative Intern, resulting in full-time corporate placement

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Creative & Marketing Manager | City of Greenville 2015–2016
Developed and implemented creative communications for community events, press conferences, and campaigns for Public Information and Events.

- Delivered cohesive visual communications supporting city programs across design concepts, advertising, event collateral, social media content, and press materials
- 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
- Built relationships and strengthened brand presence through active representation at community events
- Conceptualized, designed, and art-directed TALK magazine anniversary edition, generating regional recognition and a 14% increase in advertising sales revenue

Senior Graphic Designer | Prudential Financial 2010–2013
Created high-profile creative concepts and sales materials with research-backed design solutions for Prudential Retirement, securing key prospects and generating \$95M+ in new assets.

Graphic Designer | The Zimmerman Agency (Club Med) 2005–2007
Creative Services Manager | Lladró USA 2002–2005
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 EXPERTISE

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