

JENNIFER RODRIGUEZ

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PROFESSIONAL SUMMARY

Creative Director driving scalable brand systems, integrated campaigns, and cross-functional team leadership for Fortune 500 and enterprise organizations. Translates business objectives into cohesive creative strategy and multi-channel execution across digital, print, social, experiential, and retail. Known for building strong creative operations, developing teams, and delivering work that moves both brand and business forward.

PROFESSIONAL EXPERIENCE

Senior Creative Marketing Manager | VELUX North America 09/2025–Present

Directed creative strategy and operations, overseeing integrated brand and marketing initiatives while strengthening creative effectiveness, workflows and cross-functional execution.

- Led and mentored a 5-person multidisciplinary creative team, providing art and creative direction across print, digital, video, HGTV, AI, and experiential initiatives
- Directed end-to-end development of a 34-asset Experience Center graphics program from concept through production and installation in 6 weeks, including vendor coordination and fabrication
- Expanded print vendor network and introduced competitive sourcing that reduced costs by up to 25%
- Implemented Ziflow integration with Asana automations to improve intake, proofing, version control and stakeholder feedback, strengthening collaboration and efficiency across teams
- Served as creative subject matter expert (SME) on a cross-functional Marketing and Product Tiger Team focused on creative operations, prioritization and workload visibility

Associate Creative Director | Senior Creative Services Manager | Sunbelt Rentals 2021–2025

Directed creative vision and brand strategy for global equipment rental leader, ensuring a cohesive experience for employees and customers in North America.

- Led a team of 3+ creative professionals and agency partners, collaborating with 15+ business units to deliver brand consistency and art direction across multi-channel enterprise creative initiatives
- Restructured workflows and resource allocation across multiple projects, including marketing storefront launch adopted by 1,200+ locations nationwide
- Designed scalable creative solutions for high-visibility initiatives aligned with 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
- Developed 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 long-term governance 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

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Creative Marketing Manager | Continental Tire the Americas 2016–2018
Led integrated creative and brand 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

Creative & Marketing Manager | City of Greenville 2015–2016
Developed creative communications for public events and campaigns, including the rebrand of Fall for Greenville, driving 7% attendance growth and earning recognition as a Top 20 U.S. festival by *Country Living*.

Art Director | Gannett 2014–2015
Conceptualized, designed, and art directed integrated print and digital campaigns for multiple publications within The Greenville News portfolio, contributing to 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

TECHNICAL EXPERTISE

Creative Tools: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, Firefly)
Figma • SketchUp • Final Cut Pro
Project Management: Adobe Workfront • Asana • Ziflow • Frame.io • Filestage • Smartsheet • Monday.com
Digital Marketing & Analytics: Google Analytics • SEO • WordPress • HTML/CSS • Hootsuite • Mailchimp
Asset & Content Management: Adobe Experience Manager • WebDAM • 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