

## JENNIFER RODRIGUEZ

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Graphic communications leader with demonstrated success in providing innovative solutions and guidance to teams and partners in developing consistent, high-quality work. Proven abilities in ensuring best practices to improve efficiencies and build brands while collaborating with cross-discipline leads. Strengths in inspiring creativity and adapting to change in meeting critical business objectives and strategies.

### EXPERIENCE

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#### **Sr. Creative Services Manager** / Sunbelt Rentals 09/2021-present

Creative direction of materials aligned to Sunbelt Rentals' brand standards in delivering a cohesive experience to employees and customers in North America.

- Leadership of the Creative Services team and agency partners while providing brand maintenance and art direction of all requests spanning across various mediums, channels, and 15 lines of business
- Resource allocation and guidance in managing project scopes and operational workflows, including the launch of a marketing storefront to enhance efficiency and productivity
- Design of scalable creative solutions for high-visibility projects targeting company-wide business goals
- Product catalog redesign within three months while producing content, vendor management, and eCommerce alignment, resulting in boosted referral traffic by 5%
- 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
- Initiative in preserving unrepresented areas to ensure best practices in a growing matrix environment

#### **Creative & Marketing Manager Canada** / Compass Group North America 07/2018-07/2020

Creative execution of marketing strategies for current and prospective Foodbuy members across all vertical markets in Canada as a satellite employee.

- Design, brand management, and translation of all creative and communications initiatives, including collateral, advertising, presentations, and cohesive verbal messaging
- Developed digital publications for the US and CA after leveraging data to identify growth opportunities, resulting in a 20% increase in engagement and an 8% increase in profit
- Spearheaded company's website rebrand and established a social media presence in three months while providing respective launch and content plans, including ongoing website maintenance
- Reinforced cross-border alignment to maximize results in establishing marketing plans and campaigns
- Provided workflow management through art direction and leadership of the Sr. Graphic Designer

#### **Creative Marketing Manager** / Continental Tire the Americas 07/2016-05/2018

Creation of comprehensive communications materials in delivering downstream information to Commercial Vehicle Tires customers and end users in the Americas.

- Design, brand management, and translation of all creative assets, including collateral, advertising, custom multi-functional direct mail, multimedia exhibits, videos, and photography
- Implemented digital templates to expand dealer marketing suite and exterior signage program usability
- Streamlined product photography in transitioning to CGI, which provided versatile assets and a more efficient process, reducing annual spending by 63%
- Established the North American media advertising plan while managing the budget through vendor and agency relationships, auditing, and optimization
- Recruitment and leadership of the Creative Intern, resulting in corporate placement

#### **Creative & Marketing Manager** / City of Greenville 08/2015-03/2016

Development and implementation of community events, press conferences, and communications for Public Information and Events.

- Sustained departmental communications efforts with the creation of design concepts, advertising, event collateral, social media, and press releases
- Sponsorship retention and supervision of the Sales & Marketing Coordinator and Graphics Intern
- Rebranded the identity and experiential graphics of the city's largest annual event, obtaining 7% regional growth and named a Top 20 festival in the US by Country Living

**Art Director** / Gannett 06/2014-08/2015

Establishment of creative concepts, customized design solutions, and production of various publications of The Greenville News.

- Design and project management of all creative needs, including copywriting, social media, and digital marketing in coordinating with newsroom staff, sales, freelance contributors, and vendors
- Event support services and representation of The Greenville News publications
- Created the concept, art-directed photography, and custom-produced TALK magazine's anniversary edition, gaining notable recognition and increased advertising sales by 14%

**Sr. Graphic Designer** / Prudential Financial 01/2010-03/2013

Creation of high-profile creative concepts and design solutions following the brand identity, strategic goals, and objectives of Prudential Retirement.

- Provided internal client consultations for multiple business lines in the design of marketing and event collateral, advertising, and digital media
- Assessed project needs, set critical parameters, and effectively adhered to tight timelines while partnering closely with vendors, agencies, designers, and production staff
- Developed sales materials in which the research, concept, design, and packaging played a significant role in the success of attaining notable prospects, generating upwards of \$95 million in assets

**Graphic Designer** / The Zimmerman Agency 12/2005-02/2007

**Creative Services Manager** / Lladro USA 10/2002-08/2005

**Graphic Designer** / Sonny's Enterprises 10/2001-05/2002

**EDUCATION****New York University**

Master of Arts - Graphic Communications  
Management and Technology – 01/2005

**Pratt Institute**

Bachelor of Fine Arts - Communications Design  
(Graphic Design) – 01/2001

**Association of National Advertisers**

Certified ANA Marketing Professional – 2019

**Coursera**

International Marketing, Business Writing,  
User Experience Design, UI Design – 2020

**PROFICIENCIES**

- Mac, PC
- **Adobe Creative Cloud:** InDesign, Photoshop, Illustrator, Dimension, Dreamweaver, Animate, Premiere Pro, After Effects, Acrobat, Bridge, InCopy, Adobe Fonts, Adobe Stock
- **Microsoft 365:** Word, PowerPoint, Excel, Outlook, OneDrive, Teams, SharePoint
- **Apple:** Keynote, Final Cut Pro
- WordPress, InVision, Wix, HTML/CSS
- Sketchfab
- Social Media, Hootsuite
- Google Analytics, SEO
- Mailchimp, Constant Contact, Survey Monkey
- Issuu, Visualead, Prezi
- Adobe Workfront, Lytho, Smartsheet, Monday.com, Asana, Trello, Basecamp
- Adobe Experience Manager, WebDAM, Dropbox, Google Drive, SAP Concur
- Shutterstock, iStock, Getty Images
- Proofreading / Copywriting

**Languages:** Spanish proficiency

**Professional Memberships:** AIGA | The Professional Association for Design – 2001-present

**Recognitions:** The Printing Industry of the Carolinas (PICA), Best of Category award recipient – 2016

**Community Services:** Feed the Hunger – 2018-2019; Second Harvest Food Bank – 2018, 2023