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*design for
creatives*

JENNIFER SOUCY

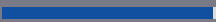

GRAPHIC DESIGNER

-  jennifersoucy.design
-  Durham, NC
-  919.225.1334,
-  jennifer@jennifersoucy.design

SUMMARY

- Freelance graphic designer with 10+ years experience in branding, print and web design.
- Uses advanced skills in InDesign, Illustrator and Photoshop to turn client ideas into beautiful finished pieces.
- Simultaneously juggles multiple customer projects while maintaining accuracy, meeting deadlines, and ensuring customers are thrilled with the results.

SKILLS

| | |
|-------------------|-------------------------------------------------------------------------------------|
| Adobe InDesign |  |
| Adobe Illustrator |  |
| Adobe Photoshop |  |
| Print Design |  |
| Logos / Branding |  |
| Web Design |  |

EDUCATION

UNC at Chapel Hill Attended
60 credits completed, majoring in biology..

NC School of Science & Math HS Diploma

INTERESTS

- Historic Research - my work in this area can be found at erminepot.com
- Cooking and Cuisine
- Photography

June 2011 - Present

Graphic Designer DESIGN FOR CREATIVES

- Producing brochures, reports, white papers, print and ebooks, social media images and infographics. Over the past 9 years, completed projects for 200+ customers across variety of industries including tech, medical, legal, education, and non-profit.
- Creating brand identities (logos, style guides, and sales collateral) for small and medium businesses, aligning clients' images with their target market.
- Developing WordPress-based websites. Assisting customers with setup of Mailchimp and other client contact software as well as social media presence and appropriate e-commerce integration.
- Communicating effectively with potential and existing customers to establish goals and styles and ensure customer satisfaction. Creating ongoing relationships which expanded projects beyond their original scope.
- Providing white-label subcontracting for other design firms. Projects included creation of InDesign and Word templates with advanced automatic formatting and ongoing white paper creation.

May 2010 - June 2011

Marketing Specialist CANON BUSINESS SOLUTIONS - TERECK,INC.

- Coordinated marketing campaigns and production of sales collateral for new and existing customers as in-house design and marketing lead, resulting in 10% increased annual sales.
- Implemented changes to sales processes and marketing programs to fully meet Canon brand standards.

Feb 2001 - May 2010

Marketing Coordinator TERECK OFFICE SOLUTIONS





- Implemented marketing campaigns which resulted in increase from \$2 million to \$17 million yearly revenue over 10 years.
- Designed and authored all sales documents as in-house graphic designer and marketing lead. Other projects included website design, trade show booths, fleet signage and other graphics.
- Coordinated and produced responses to proposal/bid requests for corporate and governmental clients, often managing multiple submissions, for contracts ranging up to \$6 million in value.
- Developed business plans integral to the sale of Tereck Office Solutions to Canon USA.

EXPERIENCE

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01. VISIONARY STUDIOS

Proposal template including infographic and multiple cover designs.

01



02. DISTINCTIONS

Complete publishing package, including cover design, print and ebook versions, and marketing graphics.

02



03



03. CHRIS ARENA

Logo and stationary use local landmark images to appeal to small businesses in the area.

04. JUSTICE AND MERCY

Cover and interior of print editions for continuing mystery series, as well as ebook versions.

04



05. BE THE AUTHORITY STUDIOS

Name and logo development, followed by a corporate identity package including white paper design.

05



06



06. EMR

Logo and supporting collateral for EMR Group, an IT consulting service focused on the medical industry.