

Jen Carney

Freelance Designer

Aug 2016 — Apr 2021

Experience

Creative Director, Direct Associates — Rye, NH

Managed a team of designers, copywriters and web developers to develop smart, innovative creative for the agency's growing list of clients. Responsible for all aspects of client creative from strategy to concept and completion, while always mapping back to clients' goals. Consistently brought energy, passion and a fresh perspective to every project while challenging the status quo. Motivated and inspired the creative team to deliver high quality strategic deliverables, while following direct marketing and mobile first best practices.

Jan 2014 — Aug 2016

Art Director, Direct Associates — Natick, MA

Responsible for delivering smart, innovative direct mail and email creative while maintaining the highest level of quality and efficiency for Direct Associates and it's clients. Worked closely with the production team to ensure all designs could be executed and within time-frame and budgets. Created web and mobile optimized digital campaigns.

July 2007 — Jan 2014

Senior Graphic Designer, Imagitas — Waltham, MA

Worked with the Creative Director, other designers, marketing, sales and account managers as an in-house designer for a direct mail agency. Provided strategic designs and conceptual direction for clients and their online and offline products. Designed direct marketing mail pieces, adhering to strict U.S. Postal regulations, but delivering a demonstrable return on investment.

Sept 2002 — Feb 2007

Senior Graphic Designer, ZigZag — Philadelphia, MA

Took lead role in the design and production of print, corporate identity, packaging and multimedia from concept to completion. Managed press checks, interns, schedules and clients. Assisted in developing marketing strategies for clients and internally. Assisted in proposal writing, preparing project estimates and costs.

Education

BFA, Graphic Design: 2002

Colby-Sawyer College — New London, NH

Summa Cum Laude, Minor in Business Administration

Skills

Management

Recruitment, professional development, creative direction, motivating and inspiring

Design

Experienced in branding, advertising, direct mail, email, digital and social media

Technical

Adobe CC Suite, MS Office, InVisionApp, Popular CMS (Wordpress, Shopify, Squarespace), Mailchimp, Constant Contact, Sendinblue, Klaviyo, Workfront, Basecamp, Hootesuite

