



## Jen Carney

**Principal/Creative Director**  
**J.Carns Creative, LLC**

### Creative Specialties

- Relationship marketing
- Direct marketing
- Integrated marketing
- Multi-channel marketing
- Brand development
- Direct response best practices

### Media Channels

Web, digital, social, email, mail, collateral, out-of-home

### Tools

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

### Education

BFA, Graphic Design  
Minor, Business Administration  
Colby-Sawyer College

*"I've always believed that great creative starts with powerful relationships — with clients, with copywriters, with developers, with analysts, with researchers, and most importantly, with a brand's customers. I always think of this as the art and science of getting to better marketing solutions."*

### My proven creative process includes:

- Info gathering/discovery
- Research
- Strategy & planning
- Concept development
- Execution
- Analysis of results

### Six things you should know about me

1. I live and breathe my clients' goals (sometimes this drives my family crazy).
2. I'm particularly good at listening to all perspectives, synthesizing them into innovative ideas and then applying them to creative strategy and execution.
3. I'm proud and happy when my clients are excited — like seeing their brand and messaging positioned in new and different ways.
4. Questioning, researching, brainstorming and sketching out new ideas is how I deliver smart creative strategy and design.
5. I've led teams of designers, copywriters and developers to create dozens of successful acquisition, retention and win-back programs.
6. The scope of my work includes brand strategy, brand guidelines, direct mail, collateral and online presence.

# Creative Experience

Jen brings more than 15 years of direct marketing experience and more than 20 years of design experience. Never one to accept the status quo, Jen is responsible for delivering smart, innovative creative while maintaining the highest level of quality and efficiency.

Prior to freelancing, Jennifer worked at Direct Associates as their Creative Director. She managed a team of designers, copywriters and web developers to develop smart, innovative creative for the agency's growing list of clients that included AAA, SleepNumber, BoatU.S. and Rad Power Bikes. She was responsible for all aspects of client creative from strategy to concept and completion.

Before Direct Associates, Jen worked as a Senior Graphic Designer at Imagitas, a national mover marketing company, where she provided strategic and conceptual art direction of online and offline products for a long list of national brands including Lowes, Target, Verizon and PotteryBarn. Prior to that, Jen worked with several different design firms leading the design and production of marketing materials for non-profit, technology and other start-up companies.

