

# Jennifer Cifuentes | Creative Marketing Professional

815-508-1466 | jennifercifuentes@yahoo.com

www.jennifercifuentes.com | www.linkedin.com/in/jennifercifuentes

## Objective


I am a marketing professional with both a creative and strategic background, who is seeking a management level position in which I can use my diverse skill sets to make a significant contribution.

## Professional Skill Sets

- **Management:** Project Management, Team Supervisor/Leader, Employee Development, Mentoring
- **Creative:** Creative Direction, Graphic Design, Photography, Copy Writing, Creative Message Development/Strategy
- **Marketing:** Integrated Marketing Communications, Branding/Brand Management, Public Relations, Direct Marketing, Multicultural Marketing, Account Planning
- **Internet/Email Marketing:** Web Analytics, Site Structure Development/Information Architecture, Search Engine Optimization, Search Engine Marketing, Permission-based Email Marketing
- **Technical:** Adobe Creative Suite, Quark, html, Microsoft Office, Dreamweaver, Flash

## Career Experience

**April 2007 to Present | Talaris (Formerly De La Rue Cash Systems) | Lisle, IL | Graphic Designer – Creative Lead**

- Marketing Communications Manager — Managing marketing communications projects from concept to completion for an average of 60 ongoing projects
  - Digital Assets Manager — Developing and overseeing the strategy for the company's global web presence and permission-based email marketing efforts
  - Creative Direction & Graphic Design — Providing creative direction to third party vendors and staff, while providing graphic design production, when needed
  - Brand Management — Maintaining consistent graphic standards to build brand equity for the main brand and all product line brands
  - Web Analytics — Implementing and maintaining a comprehensive web tracking program
  - Copy Writing — Providing creative/technical copy writing for most marketing projects
  - Strategic Marketing Development – Assisting with the development of an integrated marketing communications plan and budget
  - Direct Marketing — Developing and managing a direct mail/email campaign system
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### **March 2006 to March 2007 | Restaurant.com | Arlington Heights, IL | Creative Director**

- Creative Team Leader — Provided employee development, management & training
- Creative Direction & Project Management — Managed an average of 75 ongoing projects
- Branding/Brand Management — Maintained consistent graphic standards through the development of the corporate brand standards manual for three separate brands
- Integrated Marketing Communications — Developed integrated campaigns, creative briefs & communications plans
- Front-end Web Design — Interfaced with technology department to create dynamic, database-driven active server web pages (Web 2.0/eCommerce)
- Print Design — Managed print projects from concept to completion, including printer communications
- Promotional Email Campaigns — Created weekly html email theme lines, graphics, promotion codes and content for a list of over 430,000 consumers (\$2 million in revenue generated in one year)
- Information Architecture — Developed structures for user-centric websites, organized website content and reviewed website user experience processes
- Copy Writing — Provided creative/technical copy writing for most creative projects

### **June 2004 to February 2006 | Logic & Magic Inc. | DeKalb, IL | Creative Director/CEO/Editor-in-chief**

- Managed all points of business, including staff
- Developed a bilingual (English & Spanish) weekly newspaper, *El Periódico Lo Nuestro Bilingual News*, to fill the Hispanic market niche of DeKalb County, which later sold to a larger publishing group
- News Writing/Editing/Photography — Conducted interviews, wrote articles, shot photography
- Serviced ten separate clients, including Just Make It Happen Productions, Johnson Photography, Conexión Comunidad and others
- Creative Marketing Client Work — Developed, managed and implemented integrated marketing communications plans
- Provided graphic design and copy writing for print, web & multimedia client projects
- Public Relations — Wrote & distributed client press releases

### **April 2002 to May 2004 | TuckerKnapp Integrated Marketing | Schaumburg, IL | Graphic Designer**

- Conceptual Development — Brainstorming, Creative Strategy, Positioning
- Graphic Design — Print, web, multimedia
- Graphic Intern Supervision
- Project Management — Worked in a fast-paced, deadline driven agency environment with multiple clients in technology, food and other industries (B2B and B2C)
- New Business Development — Helped acquire several accounts, including Wellmark International (\$3 million/year account)
- Clients Included: Motorola, Panasonic, Sara Lee, Wellmark International, ISBA Mutual, Spraying Systems, Dairy Management Incorporated, Zurich Life, WILD Flavors & many others



**January 2000 to May 2000 | Holloman Sunburst, Military Publications | Alamogordo, NM |**

**Production Manager**

- Oversaw all points of production
- Graphic Design — Advertising design & publication layout
- Graphic Intern Supervision

**April 1999 to November 1999 | Alamogordo Want Ads | Alamogordo, NM | Production Designer**

- Graphic Design — Advertising design & publication layout

**Education**

**Bachelor of Fine Art | The Illinois Institute of Art | Schaumburg, IL**

Visual Communications — Graduated with honors

**Master of Science | Roosevelt University | Schaumburg, IL**

Integrated Marketing Communications (Scheduled Graduation Date: December 2008) — Current GPA = 4.0

**Honors & Awards**

- 2004 BMA Tower Award (Gold) — Wellmark (PreStrike/Mosquitoes) — Print Ad
- 2004 BMA Tower Award (Bronze) — Wellmark (Gentrol/Bedbugs) — Print Ad
- 2004 BMA Tower Award (Bronze) — Ruprecht Meats (Simply Natural) — Logo
- “Mosquito Love Shack” ad recognized by AdWeek.com as “great creative” in April of 2004
- Professional Advisory Committee Member for Advertising Program — The Illinois Institute of Art-Schaumburg, 2006
- Published in the 2008 Roosevelt University IMC Review — The Frito-Lay Natural Line Case Study

