

why hire me?

JENNIFER APPLE IS:

An astounding Creative, experienced with supervision of client's corporate identity, packaging, print collateral, advertising, annual reports, web, and multimedia. Special emphasis on communication, organization, and high attention to detail. Comfortable with information architecture, project management, and business development.

FREELANCE WORK, ART DIRECTOR/FREELANCER

- + Strategize, concept, and execute both marketing and graphics needs for corporations, agencies and government sectors such as Major Search Engines, Top Design Agencies (such as Droga5), Furniture Markets, Major Financial Sectors, Major Political Parties, Private Federal Agencies, International and Local Non-Profits (such as Habitat for Humanity and Re-Store of Washington DC Metro and C.S. Lewis Institute International), Retail Industry (cosmetic, fashion and merchandise), Professional Athletes (such as Curtis Jerrells) as well as, small businesses (such as restaurants and brick and mortar storefronts).
- (PLEASE NOTE: Due to the discretion, I am not able to list specific names because of confidentiality agreements. Thank you in advance for your understanding)
- + Helped non-profit organizations take their branding to the next level, while maintaining low costs, high standards and efficient work.
- + Designed and created political campaign work for the Democratic party, including President Obama's 2012 campaign race.
- + Generated the visual presentation and design of goods for all digital aspects including but not limited to: marketing collateral, info-graphics, website designs, web architecture, training courses, social media presence, email, SEO (Google training in AdWords and Analytics), and online catalogs.
- + Generated the visual presentation and design of goods for all print and event aspects including all but not limited to: direct mail plans, annual reports, presentations, trade shows (booths, banners, swag, and advertising), logos, brochures, ads (editorial, radio, and tv), presentations, reports, proposals, and much more.
- + Created cutting edge designs with a smart and straight forward approach, keeping in mind that the design should never sacrifice the meaning or distract from what the client is trying to get across—no matter how small a budget or timeline.

CyTECH SERVICES/CyFIR, Manassas, VA, CREATIVE DIRECTOR

2012-2017

- + Strategize, concept, and execute entirely new branding for CyFIR.
- + Developed and placed ads in CIO magazine, metro stations, and radio.
- + Designed new website and social media outlets, tradeshow materials (booth, swag, and logistics), packaging, various training materials, and software design (including entire illustration of icon sets for internal software).
- + Elevated branding for 2 existing sister companies while maintaining low costs, high standards, and efficient work days.
- + Designed and created award-winning proposal graphics for ongoing government contract work.
- + Contributed to PR efforts regarding the astounding OPM breach. Click here for more information.

DROGA 5, New York, NY, SENIOR GRAPHIC DESIGNER

2008 – 2011

- + Help establish and maintained brand guides for major retail brands TracFone, Net10, StraightTalk and more.
- + Generated the visual presentation and design of goods, including websites, TV broadcast, packaging, album covers, POP flights, ads, brochures, logos, style guides, display booths for Major Retail Chains, trade show booths and materials, and more.
- + Able to work under extreme time constraints and very defined financial and design limits to produce quality materials.
- + Disciplined work ethic and extreme attention to detail.
- + Able to synthesize feedback from a number of different sources into a distinctive image; used research prepared by a marketing department and cost specifications determined by a budgeting department; and produced a variety of sketches and models that demonstrated different approaches to the product.
- + Always willing to go above and beyond basic job description to complete work to client's satisfaction and to support other team members.

GAMO USA, Fort Lauderdale, FL, CONTRACT ART DIRECTOR

2008

- + Managed in-house creative team that produced artwork for packaging, print publications, outdoor billboards, web, and product silk screens.
- + In-house creative team consisted of artists, photographers, and copywriters.
- + Elevated all materials to most current design trends and programs.
- + Decision maker on the visual elements of project and final selection approval of models, art, props, colors, and other elements used graphically in production.
- + Creative development and production of graphic art and visual marketing materials to effectively communicate information for advertising in publications, packaging, large format signage used in store and trade shows, and collateral marketing materials.
- + Communicated and managed accounts with vendors in China on expediting all artwork correctly and in a timely fashion.
- + Developed and maintained digital asset management organizational system to eliminate confusion and duplication of most current assets.

BLACK & DECKER / VECTOR MFG, Fort Lauderdale, FL, SENIOR GRAPHIC DESIGNER

2004 - 2007

- + Conceptualized and produced graphic art and visual marketing materials to effectively communicate information for advertising in publications, packaging, large format signage used in store and trade shows and collateral marketing materials.
- + Used exact regulations and corporate branding guidelines to develop and maintain all packaging standards.
- + Managed photo, illustration banks, and typography guides to produce images and firm materials.
- + Consulted with clients, sales reps and merchandisers to establish the overall look, graphic elements, and content of communications materials in order to meet their clients needs and concerns.

RACHLIN COHEN & HOLTZ, LLP, Miami, FL, CONTRACT GRAPHIC DESIGNER

2004

- + Designed and produced graphic material for real estate teams, corporate branding, and firm's in-house Marketing Department.
- + Conceptualized and produced graphic art and visual materials to effectively communicate information for publications, advertising, packaging, posters, signs, marketing collateral, marketing, corporate events, symposium, and trade shows.
- + Used and managed photo and illustration banks and typography guides to produce images and firm materials.

ADVANCE AUTO PARTS, Roanoke, VA, GRAPHIC DESIGNER

2002 - 2004

- + Worked in advertising department of a top corporate 500 company; conceptualizing and designing marketing materials for each store, ROPs, POP displays, flyers, city buses, sport campaigns on the east coast, banners, posters, logos, advertising, promotional campaigns for racing teams, private label packaging, photo-shoots, logos and magazine articles.
- + Developed and supervised day-to-day creative and production needs for 2400 locations in U.S. and 32 locations in Puerto Rico.
- + Acted as a liaison for English to Spanish translations between the U.S. and Puerto Rico stores.
- + Estimated cost of materials and time to complete designs.
- + Consulted with in house teams to establish the overall look, graphic elements, and content of communications materials in order to meet their needs.

BACHELOR OF ARTS, FINE ARTS, AVERETT UNIVERSITY, Danville, VA | Minor – Art History, Concentration in Design.

MACINTOSH AND PC ENVIRONMENTS: Cross Platform Proficiency

PRINT: Quark, Illustrator, Photoshop, Acrobat and In-Design, Flight-check, Basic CSS, HTML, XHTML, Fetch (willing to learn interactive), WordPress, Keynote, and Web platforms, Basecamp, SEO, AdWords, Analytics, Captivate

MS OFFICE SUITE: MS Word, MS Excel, MS Power Point, and MS Outlook