

# Jennifer Cifuentes | Creative Marketing Professional

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## About Me

I believe that creative marketing must go beyond looking great. It has to meet or exceed expectations, while also respecting the target audience. Because I possess both creative & strategic marketing skill sets, I can ensure that marketing communications will not only look great, but will also be on target with business goals & objectives.

## 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

### June 2009 to Present | Cifuentes Marketing | DeKalb, IL | Owner

- Created a marketing communications company focused on assisting in-house marketing departments with their creative & strategic marketing needs
- Areas of expertise offered to clients include:
  - Integrated Marketing Communications Plans & Campaigns
  - Print Collateral Design & Development - Brochures, Sellsheets, White Papers, Case Studies, etc.
  - Web Design & Strategy
  - eMarketing - SEO, SEM, Permission-based Email, Information Architecture, Website Analytics
  - Podcasting, Blogging
  - Copywriting/Content Development
  - Direct Marketing
  - Advertising Design & Media Strategy
  - Sales Promotion Campaigns
  - Public Relations
  - Trade Show Booths & Graphics
  - Branding & Brand Management (including graphic standards manuals)
  - Positioning & Creative Message Strategy
  - Photography

### April 2007 to June 2009 | Talaris (Formerly De La Rue Cash Systems) | Lisle, IL | Creative Lead – Graphic Designer

- Marketing Communications Manager — Managed marketing communications projects from concept to completion for an average of 60-70 ongoing projects
- Project Manager — Completed over 280 projects in just over two years of service
- Digital Assets Manager — Developed the strategy for the company's global web presence & permission-based email marketing program
- Creative Direction & Graphic Design — Provided creative direction to third party vendors & staff & provided graphic design production, when needed
- Brand Management — Maintained consistent graphic standards to build brand equity for the main brand and all product line brands
- Web Analytics — Implemented & maintained a comprehensive web tracking program using Google Analytics & other tools
- Copy Writing — Provided creative/technical copy writing for most marketing projects
- Strategic Marketing Development – Assisted with the development of an integrated marketing communications plan & budget
- Direct Marketing — Developed & managed a complete direct marketing campaign program

#### **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 & 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 & 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 | CEO/Marketing Director/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 & others
- Marketing Client Work — Developed, managed & implemented integrated marketing communications plans
- Provided graphic design & 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 & other industries (B2B & 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, including advertising design & publication layout, and provided staff & intern supervision

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

- Graphic Design — Advertising design & publication layout

## **Education**

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

Visual Communications — Graduated with honors, 3.6 GPA

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

Integrated Marketing Communications — Graduated with honors, 4.0 GPA

## **Honors, Awards & More**

- BMA Tower Award (Gold) — Wellmark (PreStrike/Mosquitoes) — Print Ad
- BMA Tower Award (Bronze) — Wellmark (Gentrol/Bedbugs) — Print Ad
- 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
- Published in the 2008 Roosevelt University IMC Review — The Frito-Lay Natural Line Case Study
- Co-host and Production Manager for a growing podcast with a worldwide listenership
- Marketing Manager for Energym Comets All Star Cheer Teams, a local non-profit organization