



Jennifer Bennett

*APandemoniumofParrots.com*

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*615-866-7402*

my education

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**Vanderbilt University - College of Arts and Sciences 2008**

*Bachelor of English, Studio Art Minor, French Minor*

my work experience

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**Tennessee Bankers Association – Nashville, Tennessee 2011 – Current**

**Assistant Director of Communications**

- Graphic designer/Art Director for *The Tennessee Banker*, a 48 page, monthly print-publication
- Online editor, developer and designer for *www.TNBankers.org*, which will undergo a complete site overhaul for 2014
- Creative direction and execution for 100+ print pieces for educational outreach, legislative updates, and association events each year

**Double Diamond – Nashville, Tennessee 2009 – 2011**

**Project Manager 10/2009 – 9/2010**

**Senior Brands Manager 9/2010 – Current**

- Primary contact for healthcare account with \$1.1 million annual budget
- Maintains agency relationships and interactions with 20+ clients, 40+ vendors, and 100+ media outlets daily.
- Oversees and implements branding campaigns which include: design and placement of media (billboards, commercials, in-house marketing collateral, print publications, corporate sponsorships).

**IV American Academy – Taipei, Taiwan 2008 – 2009**

**English Teacher**

- Instructed children between the ages of 3-12 who had little to no previous English experience
- Created specifically tailored lesson plans and materials for classes and individual students.
- Implemented class activities designed for a new touch sensitive “Smartboard”.
- Privately tutored adult and teenage students as well as assisted in English based community outings and events.

**Creative Services - Vanderbilt University’s design division 2007- 2008**

**Summer Intern 6/2007-7/2007**

**Part-time Design Assistant 7/2007-6/2008**

- Utilized Quark, and the Adobe Suite to create original designs for projects such as brochures, posters, bookplates, and magazines.
- Updated and revised past work with color corrections, copy, sizing, logos. Worked with clients to achieve solutions for updating materials
- Maintained the databases for past work. Packaged completed projects for press. Made PDFs of printed pieces for web use.



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## my design work

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### **2012 The Tennessee Banker**

- Made moderate updates to magazine branding and art direction with an eye to a complete overhaul for the 100th anniversary of the publication in 2013
- Implemented new student and community sourced photography outreach for monthly covers

### **2011 Florida Cancer Foundation**

- Created full branding package for the newly-founded charitable arm of Florida Cancer Specialists (the largest private oncology practice in the United States) with a narrow time margin (one month).
- Participated in all formational meetings and discussions. Provided marketing input and advice.

### **2010 Harmony Marketplace Catalog for Barbershop Harmony Society (Double Diamond)**

- Orchestrated and executed full-creation of 48 page catalog. Oversaw photoshoots (lifestyle and product), designed general branding, signature sign elements, and page layouts. Managed direct mail to 40,000 households internationally as well as the creation of an online flash-based catalog.

### **2009 Double Diamond Advertising**

- Consistently created artwork and advertisements for clients to be placed in popular Nashville media (Tennessean, Nashville Scene, etc) as well as prominent events (program ads, signage, table tents).

### **2008 Margaret Stonewall Wooldridge Hamblet Participant**

\_\_\_\_\_ground, set of 5 diptychs, screenprint

### **2007-2008 Art Director and Writing Contributor at VERSUS magazine**

- 10 hrs per week, 30-40 during production weeks
- Responsible for overseeing all layout, photography, and art direction of Vanderbilt's only student run magazine. 48 page, full color printing of 6,000 a month.

## my life

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Proficient in Adobe InDesign, Photoshop, and Illustrator as well as Quark. Knowledgeable in Microsoft Office. Comfortable with both Mac and PC environments. Strong leadership and organizational skills as well as an outgoing personality. Fluent in French. Interests include reading, printmaking, food, and travel.

## my references

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*Available upon request.*