

JENNA BRITTON

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Portfolio: jennabdesigns.com

Creative thinker, designer and highly motivated individual with global experience who uses pragmatic and creative strategy to execute campaigns and projects.

EDUCATION

West Virginia University | May 2015

- Bachelor of Fine Arts, Graphic Design
- Bachelor of Science in Journalism, Advertising

AWARDS

- American Advertising Federation Award, 2015
- Creative Arts Scholarship, 2011–2015
- The Davis Family Scholarship, 2015
- Cary Journalism Scholarship, 2012–2014

AFFILIATIONS

Mon County Relay for Life Committee

Morgantown, WV | 2015–Present

- Marketing Team
- Design Print Ads

WVU Relay for Life Committee

Morgantown, WV | 2012–2015

- Accounting Team
- Recruit participants
- Advertise events

WVU Club Volleyball Team

Morgantown, WV | 2013

WVU Photography Club

Morgantown, WV | 2014–2015

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Film and Digital Photography
Social Media Campaigns
Microsoft Office Suite
Hubspot Inbound Certified
Responsive Design
HTML

EXPERIENCE

Populore Publishing Company | Morgantown, West Virginia

Graphic Designer | November 2015–Present

- Prepare book layouts
- Design book covers

InnerAction Media | Morgantown, West Virginia

Graphic Designer/Web Developer | May 2015–Present

- Design and build websites, print ads, logos, and infographics
- Develop visual marketing strategies and assist with inbound marketing campaigns
- Assist with content development and social media campaigns

Martin Hall Agency | West Virginia University | Morgantown, West Virginia

Creative Director, Treasurer 2012–2014 | President 2014–2015

Student Run Integrated Marketing Communications Agency

- Led and structured the Reed College of Media in-house agency
- Developed an integrated campaign to promote a series of Pittsburgh Symphony Concerts on campus
- Designed recruiting, promotional and conference materials for the WVU's Solar Decathlon team
- Assisted in promoting Travis Braden, a student racecar driver

SBC Advertising | Columbus, Ohio

Creative Intern | May 2014–August 2014

- Created hand lettering typography for video production
- Designed gift cards and sleeves for Bruegger's Bagels
- Constructed the layout for cream-cheese packaging lids and bases
- Developed word marks for brand advertisements

Guangdong University of Foreign Studies | Guangzhou, China

Integrated Marketing Communications Intern | May 2013–June 2013

- Helped teach an advertising course to students at Guangdong University of Foreign Studies
- Interned at an e-commerce company in Guangzhou developing a concept for a game integrated onto their site

Freelance Graphic Designer

2011–Present

- Conceived and designed the Clay-Battelle High School 2013 Fall Sports Media Guide
- Designed a print advertisement promoting the WVU Safety Walk