

# Jennifer (Jenny) Boyd

ART DIRECTION | BRANDING | MARKETING | VISUAL DESIGN

Award-winning, highly organized marketing and graphic design professional. With a positive attitude and a can-do spirit, bringing over 19 years of experience providing effective team and project leadership in strategic and creative solutions for corporations, not-for-profit organizations, and small businesses.



## CONTACT

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239.228.4424

## EDUCATION

Wichita State University, Wichita, KS  
Bachelors of Fine Arts

- Dean Honor Roll
- Miner in Art History

## SKILLS

Adobe Creative Suite  
Office 360  
Google  
HTML & CSS  
WordPress  
Squarespace/Wix/Shopify  
SEO  
Figma  
Team leadership  
Presentation  
Public Speaking  
Advertising Design  
Brand Design  
Editorial/Publishing Design  
Print Design  
Packaging Design  
Event Planning

## DESIGN PORTFOLIO

jennybcreative.com

## IN THE COMMUNITY

American Advertising Federation-  
Southwest Florida (AAF-SWFL)

Event/Programs Chair - Mar 2020 - Aug 2021  
President - Aug. 2021 - July 2023  
Immediate Past President - July, 2023 - Present

### Jenny B. Creative: Cape Coral, FL Owner/ Creative Director | September 2019 - Present

- Established and manage a creative advertising agency specializing in visual communication, branding, and marketing campaigns.
- Spearhead visual identity and brand positioning for clients, driving successful promotions and digital marketing initiatives.
- Conceptualize company logo designs, videos, websites, and social media channels to promote product brands effectively.
- Develop creative advertising content for various media formats, including print, web, and video, using consumer insights to drive sales and stay current with trends.

### Presstige Printing: Bonita Springs, FL Art Director | July 2016 - October 2019

- Maintained art department work standards by implementing process improvements on an average of 100 monthly projects.
- Lead a team of 3 in reviewing project production factors, resulting in effective budget management and exceptional graphic design outcomes.
- Prepared layouts for print and digital materials, tailoring designs to resonate with the intended audience.
- Obtained client approval by presenting final layouts and responding to feedback, ensuring client satisfaction and leveraging insights to elevate design.

### Lexington Middle School: Fort Myers, FL Digital / Fine Art Teacher | September 2015 - June 2016

- Instructed 220 students per semester in basic principles of art and art history, providing engaging and informative lessons.
- Planned, implemented, and evaluated instructional art programs, ensuring alignment with educational objectives and student preferences.
- Collaborated with administration and staff to meet student educational needs effectively, fostering a positive learning environment.

### TECU Credit Union: Wichita, KS Brand and Marketing Director | August 2008 - September 2015

- Created and launched acquisition campaigns for Credit Union members and potential members, leveraging consumer trends and market insights.
- Planned, executed, and evaluated marketing activities to maximize budget potential and membership growth, setting clear objectives and timelines.
- Provided strategic market recommendations to the Leadership Team based on research data, ensuring alignment with the organization's vision.
- Created and maintained effective target marketing groups and specific tactics, including social media management and email campaigns.
- Built strong, long-term relationships with internal clients and external vendors, ensuring timely delivery of materials and execution of marketing initiatives.

### Cox Communications: Wichita, KS Marketing Acquisition Specialist II | June 2005 - July 2008

- Collaborated with advertising agencies to develop and launch acquisition campaigns for Kansas and Arkansas markets, leveraging consumer insights.
- Designed customer and employee-facing collateral, ensuring alignment with brand vision and objectives.
- Managed tactical elements while adhering to corporate and legal guidelines, optimizing execution to maximize audience reach.
- Planned and executed projects within allocated budgets, making strategic recommendations for maximum results.
- Cultivated strong, long-term relationships with internal clients and external vendors, ensuring timely project delivery and seamless execution.