

Jaelynn Burkamper

Resume 2022

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Skills:

Software

Adobe Creative Suite:

Acrobat, After Effects, Bridge, Capture, Illustrator, Illustrator for iPad, InDesign, Libraries, Lightroom Mobile, Photoshop, Photoshop Express, Premier, Premier Rush, XD

Microsoft Office Suite:

Excel, One Drive, Outlook, PowerPoint, Teams, Word

Digital Platforms:

Amazon, Facebook, Instagram, Linked In, Pinterest, Shopify, Social Media, TikTok, Twitter, Weebly, Wordpress, YouTube

Organization &

Project Management:

Basecamp, Dropbox, iCloud, Pardot, Salesforce, Slack, Trello

Additional Software:

Animoto, Google Suite, Hootsuite, Keynote, Later, Mac OS, Mailchimp, Procreate

Design & Creative:

Art Direction, Acting, Brainstorm/Concept, Content Creation, Creative Copywriting, Drawing, Film Editing, Illustration, Painting, Photo Editing & Retouching, Photography, Printmaking, Product & Lifestyle Photography, Prop & Food Styling, Videography

Interpersonal:

Ambitious, Forward Thinking, Detail Oriented, Event Planning, Leadership Skills, Positive Mindset, Problem Solver, Project Management, Public Speaking, Team Player

Experience:

Creative, Brand & Innovation Manager – Roberts Beauty || 2018 – Present

Roberts Beauty Brand

- Lead with a strong creative voice and strategic thinking to carryout major marketing initiatives
- Collaborate with marketing and product development teams from initial concept to a finished, shelf-ready product
- Communicate and pitch ideas, field questions and provide thoughtful responses in presentation settings with both internal teams and potential customers/
- Balance and juggle many different projects all at different stages of completion at the same time, both independently and as part of a team
- Curate in-person and virtual customer events, product launches and trade shows
- Direct activities for personal and professional development for staff members by conducting creative workshops and events

Roberts Beauty House Brands: Florapy Beauty & Mistake Erase

- Lead in planning, coordinating, and executing in-house and full production photo/video content creation shoots that are compelling and inspiring to core audience
- Proven capabilities as a photographer, videographer, photo/video editor, visual artist and stylist when needed to execute creative direction
- Manage and develop brand identity and strategy across all creative marketing and product development initiatives
- Ideate and develop product line extensions and design packaging according to printing specifications and requirements
- Expert at designing, developing, and maintaining brand systems and style guides for new, existing and re-branded entities

Senior Graphic Designer – Mittera Creative Advertising Agency || 2017-2018

- Art direct and lead a team 10 + creatives working on editorial print and digital publications from the initial brainstorm stage to final files and publishing
- Conceptualize themes that expand beyond everyday standards and adapt those ideas and processes as the project continues to evolve
- Encourage and maintain clear and constant communication between clients and team members in a fast-paced environment
- Prioritize, organize, and delegate client work along with daily tasks

Freelance Branding Designer – Design For The Story || 2016 – Present

Assistant Graphic Designer – Hancher Auditorium || 2015 – 2017

Creative & Design Intern – NBCUniversal || 2016

Experience:

Bachelor of Fine Arts – University of Iowa || 2017

- **Degree:** BFA in Graphic Design, Certificate of Entrepreneurship, Minor in Theater Arts
- **Courses:** Branding and Packaging Design, 3-D design, Interactive Web Design, Typography, Entrepreneurial Marketing, Printmaking, Italian Hill Towns
- **GPA:** 3.70