

Jaelynn Burkemper

Resume 2023

515-298-3716
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designforthestory.com

Skills:

Software

Adobe Creative Suite:

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

Digital Platforms & Programs:

Amazon, Animoto, Canva, Facebook, Google Suite, Hootsuite, Instagram, LinkedIn, Keynote, Later, Mac OS, Mailchimp, Microsoft Office Suite (Excel, One Drive, Outlook, PowerPoint, Teams, Word), Pinterest, Procreate, Shopify, TikTok, Twitter, Weebly, Wordpress, YouTube

Organization &

Project Management:

Basecamp, Dropbox, iCloud, Slack, Trello, Teams

Design & Creative:

Art Direction, Acting, Brainstorming, Brand Identity, Content Creation, Copywriting, Creative Direction, Drawing, Event Planning, Experience Design, Film Editing, Illustration, Interior & Spatial Design, Key Art, Mockups & Renderings, Packaging Design, Web Design, Painting, Photo Editing & Retouching, Photography, Print Design, Sculpture, Style Guides, Printmaking, Product & Lifestyle Photography, Prop & Food Styling, Typesetting, Typography, UX/UI, Videography, Visual Merchandising, 3-D Design

Interpersonal:

Ambitious, Forward Thinking, Dedicated, Detail Oriented, Effective Communicator, Hands-on Approach, Leadership Skills, Positive Mindset, Problem Solver, Project Management, Public Speaking, Solution-Oriented, 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 including promotional events and client presentations
- Collaborate and project manage the product development team from initial concept to finished, shelf-ready products
- 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 and plan activities for personal and professional development for internal teams such as creative workshops and team building events

Roberts Beauty House Brands: Florapy Beauty & Mistake Erase

- Lead in planning, coordinating, and executing in-house and full production photo and video shoots in order to create content that is compelling to the core audience
- Proven capabilities to step in as a photographer, videographer, photo/video editor, visual artist and stylist when needed to bring an idea to fruition
- Manage and develop brand identity and strategy across all platforms, marketing materials 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

- Specialized in food and recipe content creation for client accounts that included major regional grocery retailers such as Hy-vee and Schnucks
- Provided art direction and project management for a team of 10 + creatives throughout the entire creative process on projects such as editorial magazines, print advertisements and digital publications
- Encourage and maintain clear and constant communication between clients and team members in a fast-paced, ever-changing environment

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

Assistant Graphic Designer – Hancher Auditorium || 2015 – 2017

Creative & Design Intern – NBCUniversal || 2016

Education:

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