

# Jaelynn Burkemper

## Resume 2024

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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

##### Preferred Digital Platforms:

Ai Tools & Platforms, Canva, Facebook, Google Suite, Instagram, LinkedIn, Later, Mac OS, Mailchimp, Microsoft Office Suite (Excel, One Drive, Outlook, PowerPoint, Teams, Word), Pinterest, Procreate, Shopify, Square Space, TikTok, Twitter, Weebly, Wordpress, YouTube, Yotpo

##### Organization &

##### Project Management:

Ai Organization & Project Management Tools, Basecamp, Dropbox, iCloud, Pardot, Salesforce, Slack, Trello

#### Design & Creative Special Skills:

Art Direction, Acting, Brainstorming, Brand Identity, Content Creation, Copywriting, Creative Direction, Drawing, Email Marketing, 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, SMS Marketing, Style Guides, Printmaking, Product & Lifestyle Photography, Prop & Food Styling, Trend Forecasting, 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

- Orchestrate and led creative, marketing, and product development teams to execute major brand initiatives, including product launches, events and presentations, with a distinctive creative flair and a strong strategic approach.
- Spearhead the innovation department, guiding concepts from inception to finalized products, showcasing visionary thinking and meticulous attention to detail.
- Effectively communicate ideas and insights during presentations to internal teams and clients, fostering engagement and collaboration.
- Multitasking master at managing diverse projects concurrently, demonstrating adaptability and prioritization skills.
- Organized professional development activities within teams, fostering a supportive and collaborative work environment.
- Demonstrate high-efficiency and performance in leading remote teams, consistently exceeding expectations and driving results through proactive self-starting and effective team leadership.

##### Roberts Beauty House Brands: Florapy Beauty & Mistake Erase

- Design, develop and maintain brand systems and style guides for new, existing, and re-branded entities.
- Lead product development initiatives by generating innovative ideas for formulation, packaging design and engineering all backed by extensive trend forecasting and market research.
- Plan, coordinate, and execute in-house and full production photo and video shoots to create compelling content for the core audience.
- Utilize diverse skills as a photographer, videographer, photo/video editor, visual artist, and stylist when needed to bring ideas to fruition.

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

- Specialized in curating food and recipe content tailored to major food-focused clients in order to drive audience engagement.
- Initiated the creative process for diverse projects including editorial magazines, print advertisements, and digital publications, leading a dynamic team of 10+ creatives to deliver impactful results.
- Championed seamless communication between clients and team members in a fast-paced, ever-evolving environment, ensuring project success and client satisfaction.

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

#### Assistant Graphic Designer – Hancher Auditorium || 2015 – 2017

#### Creative & Design Intern, Consumer Products – 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