



Jennifer L. McArtor

Design – Communication – Marketing

*“Innovative thinking, enthusiasm for creative excellence, integrity and flexibility drive my vision. Design and marketing are not just what I do... **it’s my passion.**”*

QUALIFICATIONS

Focused, detail and results-oriented. Self-organized expert in managing numerous simultaneous projects while working with a variety of partners, customers and deadlines. Ability to handle change with the flexibility to adjust and provide the best possible solution. Skilled in managing marketing for sales teams, campaign development, concept design, branding, art direction, print production, and website development. 17+ years of experience with design principles and techniques. Effective communicator with exceptional presentation and organizational skills.

SOFTWARE SKILLS

Adobe Creative Cloud (*Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Dreamweaver*) LiveCycle, EchoSign, Microsoft Office Suite (*PowerPoint, Word, Excel, Outlook*), SharePoint, CorelDRAW, Emma, MailChimp, Constant Contact, Google (*Drive, Forms, and Docs.*)

EDUCATION AND TRAINING

CSU Fresno Bachelor of Arts Graphic Design

UCLA Extension Design Communication Arts Certificate

UCSD Extension Marketing Certificate

PROFESSIONAL EXPERIENCE

MCARTOR DESIGNS | FRESNO, CA

March 2001 - Current

Creative Marketing Director / Marketing and Graphic Design / Independent Contractor

- Guide clients through the creative process from concept, strategy, branding, design, layout to final artwork. Consulting with vendors and printers to produce final products.
- Specializing in branding, logo design, print materials, promotional items, web advertising, social media and email marketing.

COLUMBUS TECHNOLOGIES AND SERVICES, INC. | EL SEGUNDO, CA

May 2011 - September 2014

Sr. Graphic Designer / Marketing Coordinator

- Lead the design and creation of desktop publishing materials to meet Government RFP specifications, resulting in multiple awards totaling over \$350 million dollars in new business.
- Designed, laid out, produced and delivered graphics, technical and non-technical illustrations, and line drawings for all company and client proposals.
- Created infographics, illustrations, brochures, promotional materials, social media and marketing tools.



UNITED TECH LENDERS SERVICES | IRVINE, CA

April 2009 - September 2010

Art Director / Sr. Graphic Designer

- Structured, designed and delivered all company and point of sale marketing materials for four brands.
- Designed corporate brands, logos, brochures, technical publications, trade show displays and ad campaign marketing materials. Developed and produced print and web advertising, sales team marketing, trade show and educational materials.
- Reported directly to the Vice President of Marketing

LAWYERS TITLE INSURANCE CORP / LANDAMERICA | SAN DIEGO, CA

April 2006 - April 2009

Brand Manager / Sr. Graphic Designer

- Managed a design team that supplied the corporation’s marketing materials for six brands nationwide.
- Project management coordination responsibility for national and local programs, including establishing and meeting project deadlines, negotiating vendor contracts, assigning team responsibilities, graphics and print production and quality control.
- Developed and produced promotional and educational marketing materials and email campaigns.
- Created corporate branding including logos, brochures, fact sheets, and direct mail campaign materials

UNITED TITLE COMPANY / NATIONS HOLDING GROUP | LOS ANGELES, CA

January 1999 - April 2006

Art Director / Sr. Graphic Designer

- Directed and created marketing materials for one brand with five offices with the net worth of 25 million grew to three brands and four technology services with 55 offices in California, Nevada, and Arizona with the net worth of 140 million.
- Supervised product design and coordination for all promotional, educational and technical ad campaign materials and execution of campaigns with national sales teams.
- Managed to project deadlines, coordinated, and negotiated vendor prices and delivery schedules.
- Assisted in event planning and materials development for the annual sales kickoff event, reaching 150+.
- Reported directly to the CEO and President.

COMMUNITY INVOLVEMENT

SD Direct – Marketing Association

Board of Directors
Visual Communication Chair

Mission Church of the Nazarene

Youth & Women’s, Creative Ministries Volunteer
Women’s Board Member and Retreat Coordinator

San Diego AMA – Marketing Association

Volunteer
Graphic Design and Social Media

SDX - San Diego Ad Club

Volunteer
Graphic Design



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