

JEFFREY ZENNER

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Haslett, MI 48840

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GRADUATED



MAY 2003

Information Technology & Spanish, B.S.

Central Michigan University

MAY 2006

Graphic Design, B.F.A.

Michigan State University



- Magna Cum Laude
- Honors Program graduate (CMU)
- 3rd place finisher in Print magazine's 43rd Annual International Student Cover Design Competition (MSU)

PAST EXPERIENCES

DIGITAL COMMUNICATIONS COORDINATOR

Michigan State University

College Of Law

East Lansing, MI | January 2012 - September 2014

MARKETING COORDINATOR

Consumers Professional Credit Union

Lansing, MI | October 2011 - January 2012,
December 2009 - July 2010

GRAPHIC/WEB DESIGNER & SOCIAL MEDIA COORDINATOR

Go Global Entertainment, LLC

Franklin, TN | November 2010 - October 2011

Creative Director

Zenner & Associates

Lansing, MI; Nashville, TN | August 2008 - November 2010

GRAPHIC DESIGNER & MARKETING COORDINATOR

Summit Resource Imports, LLC

(Caterpillar Apparel)

Livonia, MI | May 2007 - July 2008

GRAPHIC DESIGN INTERN

Office For International Students & Scholars, Michigan State University

East Lansing, MI | January 2005 - September 2006

WHAT I DO

GRAPHIC DESIGNER & MARKETING STRATEGIST

Jeffrey Zenner Design & Marketing Services

Haslett, MI | October 2014 - Present

MY FAVORITE THINGS



Beaches. Harmonies.
Sailboats. Star Wars.
Gingham Shirts. Lattes.
Old Movies & Musicals.
Inspirational Quotes.
Vinyl Records. Soccer.
Cooking. Piano. Italian Food. MSU Sports.

PROGRAMS

DIGITAL DESIGN

Adobe Creative Suite, iMovie, Publisher

SOCIAL MEDIA

Facebook, Hootsuite, Instagram, LinkedIn, Pinterest, Twitter, YouTube

WEB DESIGN

Programming Languages: CSS, JavaScript, HTML, PHP

Content Management: Drupal, Joomla, Squarespace, Wix, Wordpress, Zipbox Media

OFFICE MANAGEMENT

BaseCamp, Microsoft Office Suite

SKILLS

GRAPHIC DESIGN

- Promotional & advertising campaigns
- Marketing & merchandise materials
- Global fashion catalogs
- Office publications
- Advanced typography

WEB DESIGN

- Search Engine Optimization
- Web page development
- Website maintenance
- Web graphics
- HTML email creation

MARKETING & ADVERTISING

- Social media strategy
- Online & offline marketing strategy
- Outbound & inbound marketing strategy
- Innovative marketing solutions
- Strategic marketing/advertising research

COMMUNICATIONS

- Creative writing (sales/marketing)
- Writing social media posts
- Writing press releases
- Writing web content
- Writing E-newsletters
- Photography (shooting/editing)
- Videography (filming/editing)
- Spanish fluency

PROJECT MANAGEMENT

- Project control, scheduling & delivery
- Operational design & development
- Press checks/Quality control
- Cost efficiencies
- Marketing model management
- Workflow of interns

WHO I KNOW

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