

Jennifer Dreyer

Art Direction

1330 Berry St. Baltimore, MD 21211

United States

View the full portfolio at <http://www.thecreativefinder.com/snowdreyer>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

CoverGirl, MaxFactor, MAC tools, McCormick, Lawry's, Phillips Foods, Manischewitz, Delta Carbona, Milton Inn, Season Asian, Flower Mart, JANS Mountain Recreation, Lodges At Deer Valley Resort, Gill, Dentsply, TechSystems, STX Golf, Homestead Resort, Park City Education Foundation, Allfirst Bank, Ironwood At Deer Valley.

Awards and Accolades

EXPERIENCE:

City Paper, Baltimore MD January 2012 - July 2012

Designer

Design ads for paper clients. Produce weekly paper

Freelance April 2011 - present

Art Direct & Designer

IMRE, Harvey & Daughters, Carton Donofrio, other small local clients

Harvey & Daughters, Sparks, MD August 2003 - April 2011

Art Director (September 2008 - April 2011)

Designer (August 2003 - September 2008)

Worked closely with Creative Director, Designers, Production Artists and Brand Managers to develop in-store communications which effectively communicate large brands and identify with consumers across an array of big box and smaller stores, including Target,

Wal-Mart, Rite Aid, CVS, Sam's Club, and Costco. Experience working with varying demographics and the unique differences and communication styles they encompass.

Developed concepts for marketing initiatives, consumer packaging, in-store displays, designed brochures, booklets, flyers, ads, identities and more. Art Directed photoshoots and managed subordinates.

The Blakeslee Group, Baltimore, MD June 1999 - August 2003

Designer (September 2001 - August 2003)

Production Artist (July 1999 - September 2001)

Responsible for a range of projects including concept and logo development, corporate identity, messaging, direct mail, print, brochures, and other print collateral design.

Worked closely with Creative Director and Copywriters to produce engaging creative for a variety of clients.

Hull & Schulz Advertising, Lancaster, PA July 1998 - May 1999

Production Artist

Worked with Art Director to complete all creative work. Responsible for the production and printing of all artwork, ads and direct mail.

Delta Imaging, Lancaster PA May 1997 - July 1998

Electronic Imaging Specialist

Responsible for printing all client work and any walk-in specific work. Troubleshoot, and offer suggestions for any file problems. Large format printers, laminators, scanners and retouching

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