



jenna fava roote

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## industry awards

addy – isabella's closet  
ema creative excellence award – citibank  
ema creative excellence award – movico  
art institute wall of fame  
addy – ad2 fort lauderdale

## recognition

profiled in rochester insider magazine and her magazine - 08/07

profiled in rochester insider magazine and her magazine - 09/08

## education

### art institute of fort lauderdale

fort lauderdale, florida  
march 2000 - bachelors of science: graphic design  
best portfolio nominee  
magna cum laude

### florida state university

florence, italy  
august 1997 – december 1997

### university of miami

coral gables, florida  
august 1995 – may 1997  
graphic design and advertising

## experience

### jenna fava design co.

a creative design studio

march 1997 – present

proficient in all creative design programs including adobe creative suite and quarkxpress. proficient in wordpress, dreamweaver, css and html. proficient in microsoft office.

**industries served:** healthcare, education, pharmaceutical, b2b, retail, fitness, entertainment, food service, beauty & spa

### creative director

work with business owners, marketing departments, inhouse designers, organization committees, etc. to facilitate all aspects of creative design and marketing for their business or organization.

responsible for the creative design of corporate branding. design corporate identity packages and guidelines.

integrate corporate branding into packaging, signage, marketing collateral and campaigns and all

design and layout internal communication materials, proposals, presentations and other corporate communications.

art direct photoshoots with professional photographer. art direct and take photographs using supplied digital camera on small budget photoshoots.

responsible for the management of client projects from concept to completion.

website design and development.

social media campaigns and marketing.

### hodes (formerly bernard hodes group)

fort lauderdale, florida · july 1998 – june 2003

**client base:** citi, american express, burger king, jp morgan chase, citrix systems, at&t, comair, rmh teleservices, university of miami, office depot, ncci, cedars medical center, movico, north broward hospital district

### creative director

november 2000 – june 2003

oversee three graphic designers. responsibilities include: weekly meetings to discuss current projects and art department procedures. art direction on all projects. determine strengths of artist and distribute projects accordingly.

oversee production department. responsibilities include: quality control of weekly revenue generating ad production, maintain deadlines, uphold corporate standards and creative campaigns as needed through art direction.

conceptualize and write copy for weekly ads, campaigns and collateral material.

design collateral material, ads and campaigns.

attend client meetings, as part of two person team. responsible for collecting pertinent client information and developing creative request form for the corresponding project.

art direct photoshoots with professional photographer.

### graphic designer/jr. copywriter

march 2000 – november 2000

### production artist

july 1998 – march 2000