



JENNA FAVA ROOTE

CREATIVE DIRECTOR

585 739 4474

jenna@jennafavadesign.com

www.jennafavadesign.com

ABOUT ME

I am very passionate about everything I do in my life, including my work. I am invested in my clients and their success. I have built a business on referrals which is a testament to the relationships I have and the work that I do. I am a wife, a mother of 4 and a chocolate lab. I am from a big Italian family of entrepreneurs, rooted in family values and hard work. I volunteer my time and my talents wherever I can in my community.

SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

MSOFFICE

QUARKXPRESS

HTML/CSS

WORDPRESS

AWARDS

- Prism Award - Restore SAS website
- Addy - Isabella's Closet
- EMA creative excellence award - Citi
- EMA creative excellence award - Muvico
- Art Institute Wall of Fame
- Addy - ad2 Fort Lauderdale

EDUCATION

Art Institute of Fort Lauderdale
BS Graphic Design
 Best Portfolio Nominee
 Magna Cum Laude

Florida State University Florence
Semester Abroad
 University of Miami
Graphic Design/Advertising

EXPERIENCE

2003

CREATIVE DIRECTOR/GRAPHIC DESIGNER/OWNER

JENNA FAVA DESIGN

Pittsford New York

PRESENT

I work with my clients to develop creative that will give them a strong corporate image, a clear voice, and an innovative design. Because no two businesses are the same, everything is customized to meet each client's needs, providing the individualized attention and personalized solutions that will help a business succeed and foster a long-standing client relationship.

- work directly with business owners, c-suite executives, in-house branding and marketing teams, organization committees, etc. as a creative partner to develop marketing strategies which integrate corporate brand into collateral marketing materials
- development of all proposals, client meetings and project management
- manage projects from estimate through production
- lead and participate in client meetings and creative presentations
- design logos, brand guidelines, color palettes and type treatments, printed marketing materials, annual reports, newsletters, promotional items, trade show graphics, packaging, web design, icon development, landing pages, microsites, display ads and any necessary materials needed to help a client build their business
- art direct photoshoots with professional photographer, art direct and take photographs using supplied digital camera on small budget photoshoots
- source vendors, manage vendor relationships and manage production of finished printed materials

2003

ASSOCIATE CREATIVE DIRECTOR 2000 - 2003

GRAPHIC DESIGNER MARCH, 2000 - NOVEMBER, 2000

PRODUCTION ARTIST 1998 - 2000

1998

BERNARD HODES GROUP

Miami Florida

Member of Omnicom Group, a world leader in recruitment communications and staffing solutions.

- 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 and collect pertinent client information in order to develop creative request forms for the corresponding project.





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facebook.com/jennafavadesign



instagram.com/explore/tags/jennafavadesign/



inkedin.com/in/jenna-fava-roote

CLIENT REFERENCES

RON WILLE

Chief Growth Officer - Red Argyle

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MIA WALSH

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MARY JO MARINO

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KELLY POWELL

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Cloud Control Media

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HEATHER COBBETT

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Director of Admissions Marketing

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BETH DEEHAN

Voice Over Artist

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