

# JENNIFER BURKE PURTELL



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www.dardendesign.com

## PROFILE

Graphic designer with experience and interest in many facets of design and publishing.

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Pages  
Powerpoint  
Mailchimp

## EDUCATION

BFA - Syracuse University

## EXPERIENCE

### FREELANCE GRAPHIC DESIGN

- **DarDen Design, Glenside, PA** | Design for a variety of projects including designs for; Jarrettown Elementary PTA, Penbryn Piranhas Swim Team and LifeSeeds Summer Camp. Also created logo and collateral designs for local small business owners as well as flyers, invitations and announcements. Developed a series of greeting cards featuring local towns and neighborhoods.
- **Abington School District, Abington, PA**
  - **Abington Senior High School**
    - ✦ *Abington Band Booster's Apparel Fundraising Coordinator, 2015 - 2018*  
Responsible for all designs and managed the end to end process including vendor management, inventory, pricing, marketing and distribution for the Abington High School Marching Band's largest fundraiser. Efforts helped drive a 103% increase in sales in the three years I designed for and managed this fundraiser.
    - ✦ *Designed and launched the first online sales channel in 2016 as well.*
  - **Copper Beech Elementary**
    - ✦ *Apparel Fundraising Coordinator, 2005 - 2016* | Responsible for all designs and managed the end to end process including vendor management, inventory, pricing, marketing and distribution for one of the PTA's largest fundraisers. Exceeded annual fundraising goals every year, including 200% of goal in the 2014 - 2015 school year and 160% of goal in the 2015-2016 school year. Raised over \$20,000 for the PTA during my tenure as Apparel Coordinator.
    - ✦ *Designed graduation materials for the 6th grade in 2012 and 2014, including invitations, certificates and coordinating material for events. Also designed and managed, in Mailchimp, the emails sent out to the families regarding class events.*
    - ✦ *Designed new school logo and banner for the administration.*
- **Pentland Press, Raleigh, NC** | Worked collaboratively with authors to create book covers for a self-publishing company. Also designed internal company logos and collateral material.

### ERNST & YOUNG LLP – SENIOR GRAPHIC DESIGNER

Collaborated with consultants and accountants, in both the Charlotte, NC and New York City offices, to create brand aligned proposals for Fortune 500 companies. Also designed collateral pieces for various in-house events and projects.

### BAYFOOD MAGAZINE – ART DIRECTOR

Designed and produced a monthly food magazine in the San Francisco Bay area. Responsible for layout and production for all editorial pages as well as conception and art direction of the cover. Also managed and designed a complete redesign of the magazine.

### NEW YORK MAGAZINE – ART DEPARTMENT STAFF

Layout and general paste-up work for a weekly magazine in New York City