

JENNIFER BURKE PURTELL



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www.dardendesign.com

SKILLS

- ✦ Adobe Illustrator
- ✦ Adobe Photoshop
- ✦ Adobe InDesign
- ✦ Pages
- ✦ Powerpoint
- ✦ Mailchimp
- ✦ Polaris
- ✦ Leap

EDUCATION

Syracuse University
BFA

EXPERIENCE

CURRENT EMPLOYMENT

- **Abington Township Public Library, Abington, PA** | *Part-time Library Assistant, Circulation, 2023 - present*
Assist patrons in checking material in and out, process library card applications and register new accounts, process all requests and collect fees, answer questions and other tasks as required.

FREELANCE GRAPHIC DESIGN

- **DarDen Design, Glenside, PA** | Design for a variety of projects including; Jarrettown Elementary PTA, Penbryn Piranhas Swim Team and LifeSeeds Summer Camp. Also created logo and collateral designs for local small business owners in addition to flyers, invitations and Mailchimp 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 Volunteer Apparel Fundraising Coordinator, 2015 - 2018*
Responsible for all designs and managed end-to-end process including vendor management, inventory control, pricing, marketing and distribution for the Abington High School Marching Band's largest fundraiser. During my tenure I designed and launched the first online sales channel in 2016 and delivered 103% increase in sales.
 - **Copper Beech Elementary**
 - ✦ *Volunteer 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. During my tenure I 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 and raised over \$20,000 for the PTA during my tenure.
 - ✦ 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 dozens of book covers for a self-publishing company. Also designed internal company logos and collateral material.

CORPORATE AND EDITORIAL GRAPHIC DESIGN

- **Ernst & Young, LLC, 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