

STACEY JENNY

FREELANCE CREATIVE

(586) 850-5814

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MIDTONEART.COM

EXPERIENCE

DIGITAL MEDIA MANAGER

Bowman Auto Group

June 2021 - present

- Work from limited assignment brief to deliver creative, eye-catching and thumb-stopping digital and print marketing collateral.
- Conceptualize and execute cross-platform campaigns
- Collaborate with all areas of the dealership to deliver solutions designed to meet their unique needs
- Present a passionate and genuine story-focused branding narrative
- Website updates for all Auto Group sites
- Video concept and script, filming and post-production
- Limited paid advertising (Google Ads, Facebook, Instagram)
- Coordinate and facilitate on- and off-site marketing events and community projects
- Work with GM vendors and internal teams to track, report and improve customer and sales experience

FREELANCE CREATIVE

MidTone Art, LLC.

Sept. 2010 - present

- Print and digital marketing and social media consulting for small businesses, camps and events
- Branding & Style Guides
- Traditional & Digital Illustration for sketch card production companies, independent authors, local bands, camps, etc.
- Art event organization & promotion

MANAGER OF GALLERIES & DIGITAL MEDIA

Paint Creek Center for the Arts

Jan. 2017 - June 2021

- Manager of Galleries: facilitation of the exhibitions, Art Market and Holiday Art Market from ideation, curation, set up, live event, to tear down and artist pay out. Worked closely with the exhibition committee and board chair to ensure relevant exhibit themes were presented. Worked directly with community partners to sponsor and promote exhibits and Art Market events. Built the database of participants and all training related to above tasks.
- Digital Media Manager: all graphic design and production of print and digital assets including, but not limited to, class catalogs, postcards,

EDUCATION

GRAPHIC DESIGN, BFA

Academy of Art University

Sept. 2017 - present

MEDIA & COMMUNICATION ARTS: CREATIVE IMAGING & ILLUSTRATION, AAS

Macomb Community College

Dec. 2010 - Jan. 2012

MEDIA & COMMUNICATION ARTS: ART FOR ADVERTISING, AAS

Macomb Community College

Aug. 2008 - Jan. 2010

PROGRAMS

ADOBE CREATIVE SUITE

- InDesign
- Illustrator
- Lightroom
- Photoshop
- Some After Effects
- Some Premier Pro
- Some Adobe XD

WORDPRESS

MULTIPLE CRMS

CERTIFICATES

GOOGLE

- Adwords through Sept. 2022
- Analytics through August 2024

interior and exterior posters, street signs, t-shirts, pins, and all of the Art & Apples Festival® promotions and all aspects of the pccart.org website. From 2019-2021 I updated and re-designed almost every graphic aspect of PCCA to what is currently in use to enhance visual appeal, increase and clarify the brand story across all platforms, and drive sales through simple, direct processes.

- Art & Apples Festival® Artist Liaison: tasks included event layout and logistics for all areas of Festival, online and on-site jurist solicitation, artist solicitation and year-round point of contact. Application development, vendor contract manager, general vendor contact, and training for other area liaisons and volunteers.
- General tasks included customer relations, front desk sales, office management and building maintenance, department specific reporting, as well as staff hiring, training and general support.

KEY HOLDER

LUSH Fresh Handmade Cosmetics Oct. 2016 - Jan. 2017

MANAGER

Hand & Stone Massage & Facial Spa May 2015 - Oct. 2016

KEY HOLDER

LUSH Fresh Handmade Cosmetics Nov. 2012 - May 2015

GRAPHIC DESIGNER

Dollars Inside Magazine Sept. 2014 - Jan. 2015

ASSISTANT MANAGER (SEASONAL)

Spirit Halloween Sept. 2014 - Nov. 2014

ASSISTANT MANAGER (SEASONAL)

Spirit Halloween Sept. 2013 - Nov. 2013

CASH OFFICE MANAGER

VG's Food & Grocery Sept. 2008 - July 2013

INTERNSHIP

LIFESTYLE REPRESENTATIVE

'stache Media (Sony) Jan. 2012 - Aug. 2012

SKILLS

GRAPHIC DESIGN

ILLUSTRATION

BRANDING

STORYTELLING

ART CURATION

EVENT PLANNING

OFFICE MANAGEMENT

LINKS

PORTFOLIO

www.midtoneart.com

LINKEDIN

[linkedin.com/in/jennycreech](https://www.linkedin.com/in/jennycreech)

FACEBOOK

[fb.com/jennycreechillustrations](https://www.facebook.com/jennycreechillustrations)

INSTAGRAM

@MidToneArt

REFERENCES

CONTACT INFORMATION

AVAILABLE BY REQUEST

TAMI SALISBURG

FORMER PCCA EXECUTIVE
DIRECTOR

ALEX WILSON

FORMER PCCA ART
EDUCATION MANAGER

NICOLE BUSH

CURRENT PCCA ART
EDUCATION MANAGER

JACKIE STEWART

CURRENT LUSH M.I.T.

FIND WORK SAMPLES AT

MIDTONEART.COM