

JENNIFER BRAHM: CURATOR OF TEXT & GRAPHICS

My job is to communicate the ideas of the client through both text AND graphics in my designs. Whether it comes down to designing a logo in Illustrator, laying out a website design in Photoshop, enhancing a print piece in InDesign, or finding just the perfect words to tell the story of the client; it must both be effective and pleasing to their target audience. I love finding new and creative ways to help clients speak to their customers and convey the message they want in a way that reaches their audience.

Please review my portfolio and resume online @ www.jenniferbrahm.com

WORK SKILLS

Proficient in **ADOBE INDESIGN** | **ADOBE PHOTOSHOP** | **ADOBE ILLUSTRATOR**

Experienced & notable skills:

- Copy-writing & research
- Microsoft Word/Powerpoint comprehension
- iOS/Android/Windows/Mac comprehension
- Basic HTML/CSS comprehension
- Troubleshooting master
- CMYK conversion for print
- Microsoft Office experience
- Sitecore CMS trained & maintained
- File management expert
- Excellent, detail oriented typist
- Social media content creation & upkeep

EXPERIENCE

MEMORIAL HERMANN HEALTH SYSTEM | WEB CONTENT MANAGER

April 2019 – December 2019 (Contract) | Houston, Texas Area

Ensure that the content of a website is well-structured and easy to find and that it meets the needs of its users by covering all necessary topics and being up to date and accurate.

Manage web pages, images, videos, blog posts, guest articles, reviews and occasionally social media and marketing copy.

HOUSTON METHODIST | DIGITAL MARKETING ASSISTANT

October 2018 - March 2019 (Contract) | Houston, Texas Area

Coordination of behind the scenes of the Houston Methodist website. This includes working with Sitecore and other HTML & CSS codes to help bring the site to life. On the less visible side,

Google Analytics, SEO, and Open Graphics implementation to improve the traffic to the site. Other duties include help that was provided with graphic design and marketing.

ZIEGLER COOPER ARCHITECTS | MARKETING COORDINATOR

February 2018 - September 2018 | Houston, Texas Area

Coordination of specific client-centered marketing materials and responses to RFPs and RFQs. Create content and implement various social media campaigns, with a special focus on Instagram, LinkedIn, Pinterest, Facebook and Twitter. Assist in the design, development, and implementation of various physical marketing communication materials and complete composition, copywriting, and strategic research of architectural case studies.

COMMUNITY IMPACT NEWSPAPER | GRAPHIC DESIGNER

May 2015 - December 2017 | Houston, Texas

Worked closely with the sales staff to create, modify and update advertisements in time to meet monthly advertising deadlines for the newspaper. Editorial production included laying out pages and creating infographics, chart and maps to supplement the editorial stories that were creative, easy to understand, and told the story visually.

PETROPAGES.COM, INC. | GRAPHIC DESIGNER

July 2012 - March 2014 (Intern) | Houston, Texas Area

Created layouts for print pieces, web design, and online graphics in the petrochemical industry. Followed through on the project from creation to completion, and managed quality in printing to keep to oil & gas industry standards. Brand identity helped the client tell the story behind their business, and created the best possible designs for their company from all forms of web and print.

EDUCATION

University of Houston-Clear Lake | **Bachelor of Fine Arts (BFA), Graphic Design** | 2011 - 2013

Galveston College | **Associate of Arts (AA), Graphic Design** | 2009 - 2011

CONTACT

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