

JENNIFER VAN THANG



EDUCATION

BA in Design and Visual Communications, BA in Technocultural Studies
UC Davis, California



SKILLS

Graphic Design and Branding | UX Design and Front-End Development | Photography | Filmmaking and Video Editing | Email Marketing | SEO and CPC Management | Illustrations and Traditional Art

Software: Photoshop, Illustrator, Dreamweaver, After Effects, InDesign, Premiere, Final Cut Pro, Word, PowerPoint, Excel,

Languages: HTML, CSS, JQuery, and Pig Latin

Communication: Proficient writing skills, able to communicate clearly and politely, attentively listen, and communicate effectively within group settings.



WORK EXPERIENCE

GRAPHIC DESIGNER & DIGITAL MARKETING SPECIALIST

Bailey's Inc

9/13-Present
7/12-5/13

- Bailey's is an online retailer that sells a variety of products including forestry equipment, outdoor workwear, and recreational equipment.
- My job covers a wide breadth of responsibilities and requires me to fill multiple roles including marketing administrator, digital marketing developer, and web designer. As a marketing administrator, I'm responsible for leading the discussions between multiple departments to produce content and strategies for promotional efforts. As a digital marketing developer, I design and code all digital promotions and newsletter layouts (using html and css), making sure the visual design is pixel perfect, functional, and responsive across different platforms and devices. By incorporating my understanding of typography, visual design principles, and web programming, I'm able to create aesthetic and captivating campaigns that yield high response rates. In creating the promotions, I exercise best practices in marketing and utilize methods, such as A/B testing and personalization, to improve conversion rates and drive up revenue. I'm also responsible for overseeing Bailey's internet advertising efforts and cost-per-click campaigns, such as their Google Adwords account (keyword optimization platform) and programmatic display advertising. The campaigns and promotions created and managed by me generate over 20% of the company's total online revenue. Additionally, as a web designer and manager, it's my duty to update web content with current information, design banners and other graphical elements, update product information and photography, and build informational web pages.

JVTSTUDIO.COM

| JVTHANG@GMAIL.COM

| 408.528.4768

**GRAPHIC DESIGNER/
MARKETING ASSISTANT**

Icing on the Cupcake

5/11-7/12

- As a graphic designer at Icing on the cupcake, my responsibilities included conducting photo shoots for new products and flavors, retouching photos, and designing various marketing materials, such as posters, advertisements, flyers, etc. Additionally, I was responsible for designing and coding the online newsletters which were distributed to their fanbase. As a marketing assistant, I acted as a liaison to media outlets and organizations for promotional purposes. Being a part of the marketing department, it was a task of mine to act as a representative for Icing on the Cupcake at charitable events and tradeshows. These events allowed me to promote the company as well as collect contacts for promotional opportunities.

**GRAPHIC DESIGNER/
FILM EDITOR**

Vantage Point Media

6/10-11/10

- Vantage Point Media produces a wide range of digital media, specifically in web design and video content. As one of Vantage Point Media's graphic designers, I was responsible for many tasks including video editing promotional videos, producing unique motion graphics, and designing/maintaining websites.

GRAPHIC DESIGNER

**Amarante Design and
Regraphics**

0/09-6/10

- As a graphic designer, my main responsibilities included creating print and digital advertisements for both Amarante Design and their clients. I've created unique brand identities for companies and produced various promotional materials to further market their business. I completed a wide variety of projects including websites, web banners, brochures, business cards, flyers, banners, t-shirts, as well as other unique items. My employment here helped me attain extensive knowledge and experience in the physical production handling of printed materials; from managing large ink plotters to canvas stretching. As with any client-based service, my experience as a front end designer has shown me the importance of customer satisfaction, starting with interpreting the client's vision, and ending only when the client feels his/her needs have been met.

**MARKETING/
DESIGN INTERN**

**UC Davis Dining
Services/ Sodexo**

9/08-2/09

- As a marketing and design intern, I produced graphic images/prints and provided ideas to further sales in Sodexo's retail department. My major project was to rebrand the Silo Pub and Café into the Gunrock Pub. In this major assignment, I created various types of signage and advertisements for the restaurant as well as redesigned existing pieces. Many of the designs I produced focused on the eco-friendly/sustainable aspect of the restaurant. While working in this position, I gained proficient presentation skills, knowledge of art/design principles, computer/printing technical skills, and a greater sense of customer service.

MANAGER

**Tercero Dining
Commons/ Sodexo**

3/08-7/11

- The Tercero Dining Commons, located on the UC Davis Campus, hosted on average 1,500 students per meal (while employed there). As a manager, I was responsible for supervising a staff of 25+ employees at a time. My duties included opening and closing shifts, recording cash drawers, monitoring inventory, editing menu changes, interviewing/training new employees, safety training, and constructive counseling. Among my other responsibilities, I was responsible for arranging themed festive meals as well as high-end catering events. Through my experience as a manager, I would say the 3 primary lessons I've learned from this position is the importance of multitasking, the importance of customer satisfaction, and how to be an effective leader.