



JEN

CLAYBORN

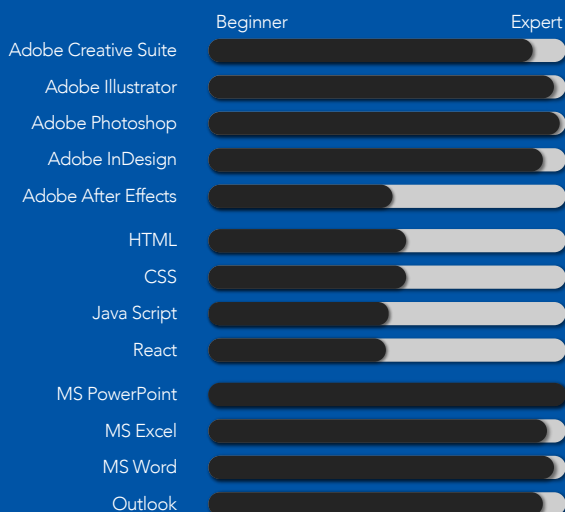
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TECHNICAL PROFICIENCIES



EDUCATION

ART INSTITUTE OF PITTSBURGH
BACHELORS GRAPHIC DESIGN
2008

UNIVERSITY OF CINCINNATI
ASSOCIATES - VISUAL COMMUNICATION
2004

DMR INTERACTIVE

2017 - PRESENT DIRECTOR OF STRATEGIC MARKETING

Develop creative strategy and design integrated marketing materials that target diverse audiences across North America This included the design of all campaign graphic.

Provide education on design choices to clients and senior leadership

Serve as senior leadership within the agency working with sales to develop and design corporate marketing materials and sales presentations

2012 - 2016 DIRECTOR OF CREATIVE SERVICES

Design all graphics and oversee the implementation of integrated campaign touch points including direct to home print, social & digital marketing channels, email marketing, OTT flights and transit boards

Oversee all agency personnel and ensure quality completion of contracted campaign terms

Manage vendor relationships for all media buying, negotiate pricing and ensure quality standards

2011 - 2012 GRAPHICS MANAGER

COLLINS INK

2007 - 2011 GRAPHIC DESIGNER - CONTRACTED

Design all corporate identity graphic solutions, marketing materials, advertising graphics, trade show graphics and product packaging approval

JOSEPH BETH BOOKSELLERS

2009 - 2011 GRAPHIC DESIGNER

Design all in store graphics, POP displays, store signage, retail schematics, newspaper ads and community event graphics

US ARMY - 100TH DIVISION

1991 - 2007 OPERATIONS NCOIC

Oversee the logistical planning for unit movement including all travel and training arrangements

Serve as a community liaison for public relation activities

Work with Retention NCO to develop and design marketing materials for recruiting purposes