

JENNIFER CANTOR

Marketing & Graphic Design
Chicago, IL

CONTACT

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Email

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Portfolio

jennifercantor.com

SKILLS

- Digital Ad Design
 - A/B Testing
 - Adobe Suite
 - Social Media Graphics
 - Conversion Optimization
 - Email Marketing
 - Project Management
 - Event Branding
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EDUCATION

General Assembly

Digital Marketing Bootcamp
2023

University of West Florida

Bachelor of Arts, Graphic Design
Minor Advertising, 2010-2014

AWARDS

District Silver ADDY: Out-of-Home Campaign

Issued by American Advertising
Federation

EXPERIENCE

Behindthechair.com

Senior Graphic Designer (2017-Present)

- Directed the design and execution of exhibition graphics for the industry's premier event for hairdressers, drawing over 4,000 attendees.
- Orchestrated social and print campaigns for the prestigious #Oneshot Hair Awards, the largest global hair competition with over a million entries worldwide.
- Led creative concepts for in-house events and client projects, seamlessly integrating social media, web, and print components.
- Developed custom-branded mailer packaging, securing a \$15,000 investment per box with an estimated annual profit campaign of \$519,600. Used contests and brand hashtags strategically for increased User-Generated Content (UGC) to support new product launches and social media pages.
- Conducted A/B testing on digital marketing materials, simplifying results to make informed decisions for optimizing campaigns and enhancing audience engagement.

International Designs Corporation

Lead Graphic Designer/Brand Manager (2014-2017)

- Led a cross-functional team of graphic designers, videographers, and social media associates, coordinating seamless collaboration to bring creative visions to life.
- Directed end-to-end photo shoot processes, including wardrobe selection, hair and makeup oversight, retouching, and image selection for impactful visual storytelling.
- Created all-encompassing marketing initiatives, managing email marketing campaigns, developing print collateral, branding strategies, advertisements, packaging, and digital designs for multiple beauty-related brands spanning three countries and languages.
- Conducted thorough market research and data analysis to drive informed design decisions, ensuring alignment with current industry trends and consumer preferences.

University of West Florida

Graphic Design Intern at (TAG) The Art Gallery (2013-2014)

- Collaborated with Bachelor of Fine Arts (BFA) students and the theater department to conceptualize and craft compelling poster designs and promotional materials for upcoming shows and events within the art department.
- Oversaw and managed large format printing for shows and events, ensuring high-quality production and timely delivery of materials.