



JENNY DECKER

PHONE 202.834.8328 • EMAIL jenny@jennynessdesigns.com • PORTFOLIO www.jennynessdesigns.com

QUALIFICATION SUMMARY

As a creative generalist, I have a keen interest in crafting curated solutions aligned to specific goals. From meeting planner to graphic designer, to non-profit founder and head of marketing – each role has sharpened my skills synthesizing big-picture strategies and unlocking creativity within constraints.

AREAS OF EXPERTISE

Design & Layout | 18+ years creating customized solutions.

Experience creating broad range of deliverables, including: digital and print ads, postcards, brochures, directories, logos and branding, PowerPoint, premiums, digital and print invitations, email campaigns, one-pagers, posters, signage, and certificates.

Highlights

- BRANDING Projects include original logo designs, product branding, anniversary logo designs, logo refreshes; stationery packages, websites, and style guides.
- ENVIRONMENTAL GRAPHICS Large-format graphics for tradeshow booths, (up to 30'x30' islands), event signage and gobos, sidewalk stencils, awnings and window decals, press backdrops, and virtual conference backgrounds and booth graphics.
- DIRECTORIES/MAGAZINES Design and production of multi-section directories up to 72-pages, with various binding options, color breakouts and advertising volume. Provide ad trafficking, page imposition, and printer RFP, specification development, and budgetary accountability.
- GRAND PRIZE Winner of the Fall for the Book illustration and poster design contest. Winning design was used to represent the event throughout the 2010 marketing cycle on all media channels (online, print, social media and TV.)

Other Examples:

- PRESENTATIONS Complex and professional PPTs for corporate projects, webinars, and speaking engagements — designed and delivered ultra-fast to meet bid or event deadlines.
- PRINTED MATTER Creative print production techniques, including a die-cut key prospectus, self-mailer with diagonal faux tabs, folder with step down inserts, stickers and buttons using specialty inks, calendars, fold out brochures, etc.
- COLLATERAL Designs for printed items such as t-shirts and totes, metal pins, custom card decks, poker chips, and awards.

Writing & Communications | Record of crafting clear and compelling messages.

- WRITING Compose original text for a variety of purposes, including requests for proposal responses, newsletters (up to 18K subscribers), procedure manuals, style guides, website copy, social media, infographics, sales and promotion, pitch decks, articles and Six Degrees of Inspiration museum exhibit.
- PR Craft and publish written press releases for new product announcements, awards, M&A, statements on current events, etc; correspond with publications with regard to ad placements, invitations for interviews and speaking engagements;
- MISCELLANEOUS Video scripts, captions, animation and editing, company/product naming exercises, and infographics.

Marketing & Promotion | Strategic use of digital tools to promote products, services, and ideas.

- CAMPAIGNS Create and maintain lead/customer lists, craft and test messaging, schedule email segments, track engagement, place ads, publish content and drive CTA engagement. Emails consistently perform at/above financial industry averages —10% unique clicks and 25% CTA clicks for 100+ yearly campaigns to 566,000 recipients (up to 30% increase YOY).
- CONTENT MARKETING Develop editorial calendar, direct topics/content, publish in-house or via publication, and deploy content strategically to drive email campaigns.
- SEO + SOCIAL MEDIA Optimize content for social media, web and email to drive traffic and reinforce SEO; manage multiple profiles and grow LinkedIn accounts by up to 40%.

Brand Consulting | 7+ years of branding and strategy support for organizations.

- STRATEGY Outline key goals, core audience and business personality in order to target branding efforts appropriately. Collaborate to establish messaging, set campaign timelines and develop elements.
- STYLE GUIDE Create and/or revise written guidelines for branding coherence and strategy. Review materials to ensure adherence to guidelines.
- DESIGN THINKING Evaluate goals and constraints, generate solutions, and evaluate solutions for effectiveness.

Production & Fulfillment | Experience with a variety of production types.

- **RESEARCH + PRODUCTION** 20+ years producing deliverables using a variety of printing and publishing technologies including digital printing, offset printing, screen printing, large-format signage, variable data, electronic advertising, social media platforms and interactive PDF documents.
- **BUDGET** 20+ years managing, negotiating, and projecting expenses; then adjusting for actuals and explaining variances.
- **DISTRIBUTION** 20+ years organizing mailings and coordinating with postal employees for adherence to best practices.

Project Management | Solution-driven organization and project management.

- **SYSTEM DEVELOPMENT** Develop tracking system for sponsorship fulfillment; electronic sponsor artwork filing system; Excel tools for automating sales administration and marketing project management task deadlines and production schedules, web traffic and email marketing campaigns; Templates for customer communications.
- **WEBSITE ADMINISTRATION** Serve as primary liaison with web vendor and/or webmaster for navigation, content, and maintenance for 10+ websites. Experience with several WYSIWYG blog/website platforms and Wordpress.
- **MEETING PLANNING** 25+ years of meeting planning experience. Fulfilled various roles in event logistics and operations for groups with a range of formality, attendance (up to 40,000), and length of time (events up to 3 months long).
- **DATABASE ADMINISTRATION** Manage planning, design, administration and implementation of sales databases; manage email CRM databases; managed complex database upgrade (from ACT! 2001 to ACT! 2008).

Sales & Service | Reliable service and flexible solutions.

- **INTERNAL CLIENTS** Provide design, layout and project management services for sales, marketing, corporate membership, conventions & meetings, exhibit operations, organizational subscriptions, career center, publications and media relations groups in an association environment.
- **SALES** 8 years managing show re-book logistics, customer priority calculations, and face-to-face sales of \$1.5 million.
- **MARKET ANALYSIS** 5 years conducting annual optics industry market share research and analysis; 10 years evaluating insurance industry research.

Staff Management | Demonstrated supervisory skills.

- **MANAGE** 5 years directly supervising sales admin team responsible for overall management and quality assurance for contract processing, invoicing/collections, account data maintenance, sponsorship production, and vendor contracts.
- **TRAIN** Supervised a group of onsite temp staff to assist with onsite registration (1,450 attendees).
- **SUPERVISE** Organize and direct volunteer teams to execute a variety of tasks associated with fundraising events.

Software & Applications (Mac Preferred)

Adobe Creative Cloud – Acrobat, Photoshop, InDesign, Illustrator

Microsoft Office Suite – Word, PowerPoint, Excel, Outlook, Teams

CRM: ACT! by Sage, Zoho, EPIC

Email + Web Publishing – SwiftPage, Constant Contact, MailChimp, WordPress, MailerLite, Wix, Squarespace, GoDaddy

Social Media – Facebook, X/Twitter, Instagram, Hootsuite, LinkedIn, Pinterest, Buffer, YouTube

Browser/Cloud Storage – Google Drive, DropBox, SharePoint, Chrome, Firefox, Internet Explorer, Safari

Misc. – iMovie, ExpoCAD/ExpoCADWEB/ExpoCAD Vr2, AnyFlip, Zoom Webinar, Teams

EDUCATION

Certificate in Graphic Design Corcoran School of Art+Design, Washington, DC

Bachelor of Arts Degree in Classical Studies (Minor, Anthropology) College of William & Mary, Williamsburg, VA

WORK & VOLUNTEER HISTORY

Arts in Western Education & ArtsFest • 2025-present

Ensuriise • 2023-present

Risk Cooperative • 2018-2023

Two Rivers Public Charter School's Framing the Future Gala • 2015-2019

GrantEd Foundation & Taste of H • 2016-2022

JND Creative • 2009-present

Optical Society of America • 2001-2009

Design-Build Institute of America • 2000-2001

Peninsula Fine Art Center, Education Department • 1998-2000

College of William & Mary, Department of Conference Services • 1998-2000

REFERENCES

Contact information available on request. • References on LinkedIn profile.