

Jennie Menke

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OBJECTIVE

A position in merchandising working for a retail company

EXPERIENCE & QUALIFICATIONS

- ◆ Maintained all visual merchandising for the men's division, \$23.6 million in retail, contributing %16 to total Old navy online sales
 - ◆ Validated all promotional pricing to ensure optimal sales were met while still maintaining a healthy inventory turn
 - ◆ Mastered a new operating system in preparation for the launch of ONOL's new website product category management system
 - ◆ Requested all product photography, approved all assets, set product attribution, and final validated assets to push them to the live site
 - ◆ Outfitted and styled all men's product selects for the site's outfitting page, getting these outfits shot and live to drive sales to our key products, contributing 5% to total men's business
 - ◆ Helped in on boarding new members of the team, getting them up and running
 - ◆ Worked seamlessly with my brand counterpart business partners to keep a steady line of communication between the online team making sure all business changes were reported and kept great relationships with their team
- ◆ Designed logos for **Kaiser Permanente's** Newborn Hearing Screening Program, as well as logos for the **Menlo Park Atherton Education Foundation**
- ◆ Designed product line for **Holistic Living** including bottle labels, logo, catalog, business cards and other collateral.
- ◆ Developed posters for overseas marketing of one of San Francisco's urban clothing lines, **Bossalini Clothing**, as well as promoting an affiliated hip-hop band
- ◆ Created all advertising and design projects for **The Volunteer Center** running in various Silicon Valley magazines and *The San Jose Mercury News*
- ◆ Developed electronic flash flyers for **Vintage 415** party promoters, as well as develop web sites for individuals, including personal portfolio site: <http://jrdmenke.bubblegrump.com>
- ◆ Able to multi-task between different client projects, meeting deadlines while completing a graphic design degree
- ◆ Pre-press skills include color separations, trapping, collecting for output, color correction of photographs, bleeds etc.

EXPERIENCE

2005–Present	Merchandise Assistant for Gap Inc. in the Men's department of ONOL
2001–Present	Freelance Designer
2003–2003	Website Template Designer for Altrue.com
2001–2002	Associate Director of Advertising & Graphic Design for The Volunteer Cent

EDUCATION

UNIVERSITY OF COLORADO AT BOULDER
School of Journalism and Mass Communication
Bachelor of Science in Advertising

COLLEGE OF SAN MATEO
Graphics Program
Certificate of Graphics
Dean's List

REFERENCES

Available upon request

SKILLS

design

Adobe Illustrator
Macromedia Freehand
Corel Painter

photo imaging

Adobe Photoshop
Adobe Image Ready
iPhoto

page layout

Adobe InDesign
QuarkXpress
Microsoft Publisher

web

Macromedia
Dreamweaver
Macromedia Flash
Adobe Go Live
BBEdit
HTML
PCM

office

Microsoft Word
Microsoft Excel
Microsoft Power Point