

## Jennifer Mulvihill

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### Freelance Designer

JULY 2015 – PRESENT

A blend of independent and collaborative freelance projects. Recent client highlights:

Cracker Barrel:

Packaging design for recent rebrand. Art direction on photography for packaging.

Diversey River Bowl:

Full rebrand including identity, illustration, merchandise & print collateral.

Ultracor:

Illustrated apparel patterns for activewear line Ultracor.

McDonalds:

Internal presentations for corporate team.

Horton Insurance Agency:

Interior design and custom artwork for the lobby space.

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### Manager and Lead Bartender

Diversey River Bowl

JULY 2003 – APRIL 2016

Supervised and trained bar staff while working in a high-volume, fast-paced environment.

Expanded customer base through networking while creating an environment that encouraged repeat business. Identified market expansion opportunities through new branding, promotions, events and advertising.

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### Account Manager

Idea Booth

SEPTEMBER 2012 – JANUARY 2014

Worked with clients in business development and brand strategy goals. Created, managed and cultivated client's brand through the top social networks. Provided detailed reports, while developing creative strategies to improve on those results through testing and new initiatives. Managed the development of website updates while working with developers to meet client's needs.

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### Designer

Walter E. Smithe

MAY 2002 – MAY 2003

Implemented combination of sales and original design techniques to create custom furniture and unique living spaces for clients. Drafted floor plans and provided formal presentations for home consultations. Recognized for consistently meeting and exceeding sales goals.

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### Education

Chicago Portfolio School

JULY 2015 – SEPTEMBER 2016

Graphic Design

Winner of Best of Quarter/ Best Design for Pacifico Rebrand

DePaul University

JANUARY 2009 – DECEMBER 2014

B.A. Marketing | 3.925 GPA

Member of Golden Key

International Honour Society

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### Technical Skills

Illustrator

InDesign

Photoshop

Keynote

InVision

Balsamiq