

JENNA KETCHMARK

WWW.JENNAKETCHMARK.COM • JENNA.KETCHMARK@GMAIL.COM • 609-915-7217

EXPERIENCE

SENIOR GRAPHIC DESIGNER BERLINROSEN

NEW YORK, NY • JUNE 2016-PRESENT

Member of Campaign and Creative Services team, specializing in direct mail and brand identity for campaigns
Collaborates with team of account executives and copy writers on print and campaign collateral for clients
Accompanies and art directs freelance photographers on client photoshoots
Assists art director in delegating tasks and providing feedback to freelance designers
Works with other BerlinRosen departments on marketing materials for progressive organizations and non-profits

PRESENTATION EDITOR THE PRESS OF ATLANTIC CITY

PLEASANTVILLE, NJ • DECEMBER 2014-JUNE 2016

Supervises overall design and layout of publications, including daily broadsheet and weekly entertainment tabloid
Works with members of the copy desk on pagination, story organization, layout and design
Collaborates with other head editors on daily news coverage, annual projects and special sections
Helped facilitate complete redesign of broadsheet and entertainment publications in May 2015

ART DIRECTOR FLAVOR MAGAZINE

PLEASANTVILLE, NJ • DECEMBER 2015-PRESENT

Designed and launched new monthly premium content publication, centered on food in South Jersey
Works with photo editor on photo shoots in studio and selecting photos for publication
Creates and manages overall design and layout of magazine features and house ads

DESIGNER II GANNETT DESIGN STUDIO

NEPTUNE, NJ • JULY 2014-DECEMBER 2014

Worked on the A1 night desk to produce cover designs for papers in New Jersey, New York, Delaware and Maryland
Assisted other designers on design and layout of inside sections including local news, business and opinion
Collaborated with editors on cover designs and story organization of publications

DESIGNER I GANNETT DESIGN STUDIO

DES MOINES, IA • MAY 2012-JULY 2014

Designed and paginated news and sports sections for papers in South Dakota, Wisconsin, Minnesota and Iowa
Wrote headlines, copy edited wire stories and selected wire photos for publication in newspapers
Collaborated with editors on design and story organization of sections including news, business and opinion

EDUCATION

SYRACUSE UNIVERSITY MAY 2012

S.I. Newhouse School of Public Communications

Bachelor of Science Graphic Design

Minor Psychology

SKILLS

DESIGN, PHOTOGRAPHY & MULTIMEDIA

InDesign, Illustrator, Photoshop, Final Cut Pro, After Effects, QuarkXPress
Basic HTML & CSS, image editing, pre-press processes, Canon Digital SLR Series
Microsoft Office Suite, CCI Newsgate, Macintosh & PC operating systems

OTHER

AP Style, content management
Twitter, Facebook, Instagram, Wordpress, Tumblr

AWARDS

NEW JERSEY PRESS ASSOCIATION

First Place Staff News Design Portfolio, The Press of Atlantic City 2015

First Place Niche Publication, Flavor Magazine 2015

Third Place Individual Features Design Portfolio, The Press of Atlantic City 2015

Third Place Individual Sports Design Portfolio, The Press of Atlantic City 2015

SOCIETY FOR NEWS DESIGN

Marshall Matlock Student Designer of the Year 2012