

Jenah Lorin Stautzenberger

Art Director, Graphic Designer, and Social Media Manager

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EDUCATION

University of Texas - Austin, Texas

May 2023

Stan Richard School of Advertising, M.A. in Advertising

University of Texas at San Antonio

May 2020

B.A. in Communication with a concentration in Digital Media

EXPERIENCE

Sprinkles Cupcakes - Austin, Texas

Art Director February 2024 - Present

- Led art direction for monthly photoshoots, created mood boards, sourced props, and directed photography on set
- Designed all outgoing creative assets including signs, emails, digital menus, social media posts, website banners, and more
- Collaborated with partners (including Huda Beauty, Miyoko's Creamery, Casamigos, Cider) to create cobranded creative assets, this included giving feedback to their teams and producing assets used by both Sprinkles and partners
- Constructed campaigns from start to finish for brand tentpoles, including holidays, new bakery product launches, and the launch of Sprinkles' CPG line in national retailers

RPA Advertising Agency - Santa Monica, California

Junior Art Director August 2023 - December 2023

- Conceptualized, designed, filmed, and edited various projects for national brands (including Farmers Insurance and ARCO), and the agency itself, under award-winning creative directors
- Collaborated with copywriters to create and pitch work to clients

University of Texas at Austin, Texas Creative Portfolio Program - Austin, Texas

Art Director/Strategist January 2022 - May 2023

- Created innovative advertising campaigns that prioritize the integration of strategic planning and design
- Collaborated in a simulated agency workflow with fellow students to cultivate creative abilities

Table Ten Digital Marketing Agency - Austin, Texas

Social Media Manager June 2021 - January 2023

- Managed up to 10 clients, maintaining their entire digital presence from social media channels to websites to Google and Yelp pages
- Created, scheduled, and managed social media posts daily while engaging with interactions via all channels
- Responsible for creating and implementing content calendars each month while staying on top of current trends to keep content up to date with the present orientation of social channels
- Implemented and executed paid social media strategy

Cuellar & Associates LLC - San Antonio, Texas

Creative Director June 2020 - June 2021

- Designed and executed social media strategies, grew social channels from 250 total followers to 4,000 over 12 months
- Developed the company's brand identity and increased brand awareness resulting in greater new employee retention
- Initiated influencer outreach and collaborated with influencers to create a mutually successful strategy
- Created original content including videos, graphics, photos, blogs, and podcasts to post across multiple platforms

SKILLS

- Adobe Photoshop, Illustrator, Premiere pro and InDesign
- Social Media: Facebook, Instagram, Twitter, Pinterest, LinkedIn, and TikTok
- Graphic Design
- Videography and photography
- Sproutsocial

AWARDS

UT Austin Dean's List

Spring 2022 / Fall 2022

UTSA Presidential Award

Spring 2020/ Fall 2018

UTSA Dean's List

Spring 2019

LEADERSHIP

Original Content Team Lead

UT Austin - TXADPR 2022

Team Building Committee

Cuellar & Associates LLC 2021

Youth Leader

Asbury United Methodist Church 2016-2018

SOCIAL

LinkedIn: www.linkedin.com/in/jenah-stautzenberger