

JENNIFER M. WINFORD **Design. Media. Marketing.**

Trained at the Art Institute of Ft. Lauderdale and in the field, Jennifer Winford is a blend of marketing management, design and programming.

Feb 2016 – Present | GWS Tool Group | Tavares, FL

- Created eCommerce solution for over 4000 products
- 3D rendered realistic tool photos for catalog and marketing
- Designed & prepared tradeshow graphics and marketing collateral
- Integrated branding, marketing, social media, graphics, web and product data for 3 company acquisitions
- Designed marketing collateral including a 240-page catalog, flyers, ads, logos, brands, packaging & labeling

Sept 2013 – Feb 2016 | Local Site Solutions | Orlando, FL

- Designed & implemented WordPress websites for real estate, mortgage and other industries
- Created & programmed PURL email marketing, ad retargeting and web marketing for a thriving mortgage business
- Produced video advertisements with motion graphics and recorded voice-overs
- Designed printed marketing material and managed data for distribution

Aug 2009 – Nov 2012 | Thoughts.com | Winter Garden, FL

- Created high-end, user-friendly social network designs, utilized by over one million members
- Collaborated with the development team and executives to build site architecture
- Created researched UX design, advanced wireframing and site flow modeling for users and administrators
- Designed branding elements, maintained brand standards and created and illustrated a company mascot

Nov 2007 – Dec 2008 | Orange Lake Resorts | Kissimmee, FL

- eBlast design for email marketing campaigns, animated banner advertisements, sales-gearred websites with flash content and any digital media required for four resorts across the USA.
- Created promotional videos & data-driven animated landing pages
- Created & managed massive, tightly-branded digital marketing campaigns with distribution to over 1 million recipients

Dec 2006 – Nov 2007 | Imagicom, Llc. | Orlando, FL

- Designed high-end websites for corporate entities
- Assisted in the editing and creation of collateral for motion-based simulated ride video
- Conceptualized characters for 3d recreation
- Contributed to brand management by creating updated corporate collateral

Skills

Client Consultation
Live Edit Design
Design Team Management
Professional Presentations
Email Marketing
SEO
Wireframing & Storyboarding
Social Media Marketing
3D Printing
Eblasts
Illustration
Branding
Copyediting
Marketing Copywriting
3D Printing & Crafting
Front-End Programming
Video & Audio Production
Voice Acting

Links

Portfolio

<https://wrathofjen.com>

LinkedIn

<http://linkedin.com/in/jenniferwinford>

Programming & Software

HTML
CSS3
JavaScript/JQuery
PHP & MySQL
ActionScript2
Flash
PhotoShop
Illustrator
InDesign
AfterEffects
Premiere
3dStudio Max
Blender 3D
PowerPoint
Microsoft Office Suite
Axure Wireframing
Google Drive/Admin
Server Administration
Email Setup & Consultation
Wordpress
Woocommerce