

JENNIFER RUNCIMAN

GRAPHIC + WEB DESIGNER
MARKETING PROFESSIONAL

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South Boston, MA

My experience over the past three years has helped sharpen my skill set and has allowed me to learn the ins and outs of marketing at a retail establishment. I am eager for the next step in my career where I can continue to gain knowledge while furthering the goals of the company.

✓ SKILLS

InDesign	XHTML
Illustrator	CSS
Photoshop	Dreamweaver
iMovie	Fireworks
MS Office	CMS
Flash	Javascript
Mac OS X	Windows

🎓 EDUCATION

CENTER FOR DIGITAL IMAGING ART AT BOSTON UNIVERSITY

Waltham, MA | January - September 2009
Certificate in Graphic and Web Design

BENTLEY UNIVERSITY

Waltham, MA | 2004 - 2008
Bachelor of Science - Information Design &
Corporate Communication

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY

Melbourne, Australia | Fall 2006
Study Abroad Program

💻 EXPERIENCE

MAHONEY'S GARDEN CENTER

Winchester, MA | March 2010 – Present

Graphic Designer & Social Media Coordinator

- Design, write, produce and distribute sales materials (brochures, point-of-purchase signs & banners, informational & directional signs, etc) to increase sales across 8 locations.
- Produce text, video & photo content for Facebook & Drupal based website & blog to engender loyalty and customer engagement.
- Build ideas for specials, events, merchandising & other revenue-producing activities in collaboration with Mahoney's Management Group and Product Line Managers.
- Manage the execution & advertising of popular in-store events attracting 1-2K clientele in multiple locations.
- Provide art direction on multiple advertising campaigns.
- Created and built rewards program to include over 60,000 members.

JLRUNCIMAN DESIGNS

Boston, MA | September 2009 – Present

Graphic & Visual Designer, Web Designer & Developer

- Provide print marketing & web design/development solutions to small businesses.

HARVARD UNIVERSITY

Cambridge, MA | January 2010 – March 2010

Contract Graphic & Web Designer for FAS IIT

- Design and code iSite (internal content management system) themes.
- Create and publish internal informational material.

CROSSCUT MEDIA

Leominster, MA | September 2009 – January 2010

Web Design & Development Intern

- Designed & implemented XML scripts to create web ads.
- Worked with advertising advisor to construct advertisements for specific brands.