




JEANNE LAMBERT


Graphic Designer

CONTACT

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 [linkedin.com/in/Jeanne-Lambert](https://www.linkedin.com/in/Jeanne-Lambert)

 [magicintheeveryday.com/
design-portfolio/](http://magicintheeveryday.com/design-portfolio/)

 magicintheeveryday.com

EDUCATION

2007-2010
MFA in Design
The University
of Texas at Austin
3.8 GPA

2003-2006
**BA in Human
Ecology, focus in
Graphic Design**
College of the Atlantic
3.8 GPA



SUMMARY

From concept to delivery, I create high-quality, on brand print, digital, website and identity design that enhances business growth and community outreach. With 10+ years of experience with agencies, businesses, non-profits and publications, I am a passionate, detail-oriented collaborator, excellent communicator, dedicated art director, and project manager who achieves design conception to production in alignment with project goals, brand image, team, and deadlines.

CAREER EXPERIENCE

PRODUCTION MANAGER GRAPHIC DESIGNER

2014 - Now

Trend Magazine: Art, Architecture, Design | Santa Fe, NM

Managed print production of a 200+ page magazine including team and advertisement oversight. Directed, maintained and designed website, e-newsletters, designed exceptional ads, editorial, invites, and sales tools

- Synchronized and directed team, advertisers and publisher with skilled communication through intense print production deadlines
- Designed layouts and ads in art/design/build industry and boosted advertising through on brand sales tools, website and e-newsletters

GRAPHIC DESIGNER

2009 - Now

Edible Communities Publications | nationwide

Conceptualized and maintained on-brand collateral including local and regional media kits, logos, business cards, stationary, print ads, digital and web ads for over 80 publishers and their advertisers country-wide and the headquarters.

- Developed inspiring print and digital deliverables in fast-paced, publishing environment, synchronized magazine layout and production
- Collaborated with publishers and designed ads that met marketing and branding expectations for their advertisers

ART DIRECTOR, DESIGNER, OWNER

2012 - Now

Magic in the Everyday | Santa Fe, NM; Asheville, NC

Managed creative projects from inception to completion, developed print and digital campaigns, designed websites, identity, branding, social media and Mailchimp campaigns for businesses, agencies, non-profits, and publishers.

- Conceptualized original designs, including logos, websites, brochures, books, infographics, print and e-newsletter campaigns and exhibits
- Managed long-term clients and maximized their business growth and exposure with print and digital design deliverables

GRAPHIC DESIGNER, PROJECT MANAGER

2017 - Now

Noventum Custom Software | Albuquerque, NM

Managed customers and projects for company 60+ clients, conceptualized designs including brochures, logos, websites, ads, and Mailchimp campaigns, maintained websites, e-commerce, SEO, Google analytics

- Contributed to sales growth by finding a company for Noventum to acquire and managing that acquisition
- Oversaw all design projects, from conception to delivery, while managing client accounts and client to team communication

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SKILLS

Graphic Design

Adobe Creative Suite:
InDesign, Illustrator, Photoshop,
InCopy, Identity, logos, digital
photography, print production

Website Design, Development

Adobe XD, Sketch, Wordpress,
Wix, Weebly Squarespace, SEO,
e-commerce, content editors:
Beaver Builder, Divi, blogging

Marketing

Mailchimp campaigns, SEO
digital ads, Google business and
analytics, social media management:
Planoly, Hootsuite, Later, Canva,
Lead generation: Streak, Copper

Project Management

CRM, task/time management: Jira,
Teamworks, Monday, Asana, file
management: Dropbox, Adobe
Creative Cloud, Google Drive

Writing/Content

Microsoft Word, Excel, Powerpoint,
Prezi, Keynote, researching, writing,
editing, photo gathering

Soft Skills

focused, efficient, creative, self-
directed, motivated, excellent
communicator, collaborative,
organized, detail oriented, flexible,
independent, positive, resourceful,
multi-tasker, reliable, patient, fast
learner, deadline-driven

INTERESTS and ACTIVITIES

design, poetry, writing, art, traveling,
real estate, remodeling houses,
energy healing, hiking, paddle-
boarding, kayaking, camping,
gardening, sustainability, family,
community, AIGA

CAREER EXPERIENCE

ART DIRECTOR

New Mexico Wild | Santa Fe, NM

Art directed, designed and managed print production of bi-annual newsprint newsletter, brochures and annual reports for environmental non-profit

- Conceptualized, re-branded and managed production and team for bi-annual newsletter to grow audience and donations
- Increased donations and grants to the non-profit through on-brand, targeted annual reports, direct mail donor letters and brochures

2014 - 2022

GRAPHIC DESIGNER

FZK by Design Marketing Agency | Santa Fe, NM

Advanced agency's productivity through fresh design concepts including package design, logos, instagram feeds, and ads for agency and 50+ clients

- Developed original designs including packaging, logos, and editorial layout, contributed creative ideas and marketing strategies
- Accomplished design deliverables using the latest industry tools and standards, lauded for great design and collaboration

2019 - 2020

ART DIRECTOR

Edible Nashville Magazine | Nashville, TN

Art directed Edible Nashville's 28-page local food and restaurant bi-monthly publication, conceptualized editorial layouts, managed print production

- Created original editorial designs and infographics that enhanced text and image communication, increased readability and visual interest
- Managed print production and accomplished detail-oriented edits to designs in deadline-driven environment

2017 - 2019

GRAPHIC DESIGNER

KLA Concepts Marketing | Santa Fe, NM

Achieved growth and creative concepts and designs for a marketing and web agency. Tasked with website designs, SEO, blogging, re-branding, custom logos, brochures, Mailchimp campaigns, updating and maintaining websites

- Accomplished networking support that boosted business growth and exposure for the agency and its clients
- Managed multiple creative projects at once, while adhering to deadlines and directing client accounts and communication

2011 - 2017

GRAPHIC DESIGNER

Santa Fe Film Festival | Santa Fe, NM

Collaborated with team to conceptualize event campaigns and a gallery exhibit for the film festival, designed all identity, branding and collateral including cards, tickets, badges, signs, ads, programs, e-newsletters, posters and t-shirts

- Conceptualized impressive "Dream Awake" campaign, designed original illustrations and identity and designed print and digital deliverables
- Boosted sales and community outreach with on brand print and digital, including curating and producing a unique exhibit gallery event

2012 - 2014

GRAPHIC DESIGNER

Bad Dog Design Firm | Santa Fe, NM

Conceptualized logos, web designs, brochures, signs, and annual reports, and enhanced business productivity through production and conceptual design

- Increased client options by conceptualizing more design options, designed logos, signs, annual reports and print collateral
- Achieved brand consistency throughout all marketing projects to meet client marketing objectives, stayed abreast of industry trends

2012 - 2014