

JENNIFER MARTIN.

part sketchbook, part strategy, made by hand!

hello!

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BRAND SYSTEMS * D2C GROWTH * EMAIL * CATALOG & PRINT * PHOTOGRAPHY * SOCIAL

Creative leader with **15+ years** building brand systems and directing multi-channel design across e-commerce, email, social, and print. Equally at home setting brand strategy and shipping the work: running end-to-end production from concept through launch, and building the scalable systems (asset libraries, SOPs, training) that keep creative fast, consistent, and measurable.

2×

holiday sales targets doubled, then held for 4 months

\$10K+

peak monthly D2C revenue, up from ~\$1.5K

35%

average email open rate, up from ~23%

1,000+

avg organic viewers, up from ~600

■ EXPERIENCE

WHERE I'VE MADE THINGS.

GOLDEN LIGHTING — Remote (Tallahassee, FL)

Jun 2024 – Jun 2026

CREATIVE, BRAND & DIGITAL MANAGER *promoted within 12 months!*

Jun 2025 – Jun 2026

- Led D2C growth end-to-end, scaling revenue from ~\$1.5K/month to **\$10K+** at peak; holiday campaigns **doubled sales expectations** and held that level for four months.
- Launched pre-holiday email campaign program and customer hub, driving retention and engagement while lifting average open rates from ~23% to **35%**.
- Fully realized the YEP sub-brand (branding system, design refresh, website, and product launches), sustaining steady revenue through six months of heavy management focus.
- Directed a conversion-focused website refresh and new product pages; paired with dedicated social management, grew organic reach from ~600 to **1,000+ average viewers**.
- Built the company's first comprehensive annual marketing plan (2026) and ran its seasonal promotions; a summer campaign averaged **\$1,000/day in sales** across its 7-day run.
- Onboarded and trained new creative talent; built an internal LMS and branding hub to centralize marketing training, tools, and standards.

SENIOR GRAPHIC DESIGNER + BRAND STRATEGIST

Jun 2024 – May 2025

- Led brand stewardship across a growing portfolio: a parent-brand evolution and three sub-brand identity launches.
- Independently designed and produced the flagship **300+ page product catalog**, sharpening navigation and product storytelling for B2B and D2C audiences.
- Built a multi-brand photo library and asset system; coordinated international photography, editing, and delivery with overseas partners, cutting image turnaround ~50%.
- Created scalable design systems, SOPs, and brand voice foundations for campaign execution across blogs, catalogs, and messaging.
- Developed social content standards and design-forward storytelling across platforms; built an internal brand microsite for sales enablement.

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CREATIVE DIRECTOR & SENIOR DESIGNER (FREELANCE) *my own studio ★*

- Build end-to-end brand systems (identity, packaging, web, and social) for lifestyle, beauty, and hospitality clients, including a label and packaging revamp for Katya Vineyards.
- Designed and launched a custom website and refreshed brand identity package and system for Liberty Partners Development (2026).
- Conceptualized and managed the full brand design and marketing campaign for NAOMI Nail Polish; the line **sold out in its inaugural year, exceeding revenue targets by 105%**.
- Built and executed an email marketing and social strategy for LuminaSkin, driving a **53% increase in customer bookings** within 6 months.
- Created investor pitch decks and data-driven infographics for PowerHouse Energy Group, PLC, supporting multi-million dollar clean-energy investments.

PAPER SHOOT CAMERA — Remote

Sep 2023 – Apr 2024

CREATIVE LEAD

- Led the 'Design Your Own Camera' campaign, lifting user engagement **82%**, conversion **33%**, and sales **26%** through digital marketing and Shopify e-commerce optimization.
- Grew organic search traffic **67%** with SEO-optimized product descriptions and high-quality product mock-ups.
- Drove B2B expansion with customized product cases and pitch decks, generating **300+ leads from a single event**.
- Transitioned the brand from stock imagery to bespoke designs, increasing customer engagement **49%**.

COSPRO MARKETING — Remote

2015 – 2020

ART TEAM LEAD

- Designed retail campaigns and branded materials for national retailers including Ulta, Sephora, Target, CVS, Walgreens, and Vitamin Shoppe.
- Partnered with major beauty brands on promotional and in-store creative, translating brand guidelines into retail-ready executions.
- Designed and managed an online learning management system (LMS) training estheticians, brand ambassadors, and makeup artists for live events for Maybelline, L'Oréal Paris, Vichy and more.
- Created animated training videos and content, increasing digital engagement metrics **85%** and improving training effectiveness.
- Produced promotional signage, collateral, and retail kits to strict production specs while managing design workflows and print timelines for on-time delivery.

■ **CORE SKILLS****WHAT I BRING.**

CREATIVE & BRAND Creative Direction | Brand Strategy | Brand Systems & Asset Libraries | Photography Direction | Copy & Voice Foundations | Catalog & Print Production

DIGITAL & GROWTH D2C Growth | E-commerce (Shopify) | Email Marketing (Klaviyo) | Lifecycle & Promotions | Omnichannel Campaigns | Social Media Management | SEO & Content

LEADERSHIP & OPS Cross-functional Leadership | Team Onboarding & Training | Internal LMS & Enablement | Project Management | SOPs & Workflow Systems

■ **BRANDS I'VE WORKED WITH**

Ulta · Sephora · Target · CVS · Walgreens · Maybelline ·
L'Oréal Paris · Vichy · Clairol · Men's Fitness · Make A
Wish · Rory Kramer · Sony · Bumble · Pinterest · ESPYS

■ **EDUCATION**

MFA, Media Design
Full Sail University, 2012

BFA, Illustration
Ringling College of Art & Design, 2006

outside of work: painting, boxing, cooking, console
gaming & a good book

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