



GENNIFER VALENTINI

GRAPHIC DESIGNER | COLUMBUS, OH

EDUCATION

BS in Graphic Design
The Ohio State University
Class of Spring 2020

PROFESSIONAL SKILLS

Branding
Web Design
Print Production
Digital Marketing Design
Omnichannel Strategy
Creative Concepting
Basic Video Editing
Basic Motion Graphics
Figma & Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Asana & Click Up
Klaviyo & Mailchimp
Meta Business Suite
Basic HTML and CSS

PERSONAL SKILLS

Creative
Reliable
Organized
Good Communicator
Tech Savvy
Collaborative

WEBSITE/CONTACT

gennifervalentini.com
gennifervalentini@gmail.com

WORK EXPERIENCE

LEAD GRAPHIC DESIGNER + MARKETING SPECIALIST
Fresh Produce Clothes | June 2024 - Present (full-time)

- Leads start-to-end design execution for omnichannel campaigns across email, web, paid media, and social, ensuring cohesive brand storytelling through both visual design and copy
- Drives overall design direction, monthly marketing planning, and photoshoot creative direction — contributing to 20% revenue growth year over year (2023–2024)
- Owns the management and strategy for organic social media from content creation and scheduling to video production, in-app Shop curation, and reputation management — driving a 140% increase in audience (2024–2025)
- Elevates e-commerce UX/UI through dynamic layouts, interactive content, and seasonal refreshes that improved user engagement and conversion

GRAPHIC DESIGNER
Brownstone Marketing Agency | June 2023 - Present (contract)

- Designs marketing solutions for the unique needs of each client, including branding, omnichannel campaigns, websites, print collateral, etc.
- Works with B2B and B2C clients regularly on rounds of design feedback
- Collaborates with marketers, copywriters, and developers within the agency on GTM strategy, creative concepting, and iterating

GRAPHIC DESIGN MANAGER
Destination Pet | June 2020 - June 2023 (full-time)

- Collaborated with a team of designers to streamline creative processes, lead projects, and manage multiple deadlines
- Worked closely with Marketing and other cross-functional teams using creative briefs to design assets for B2B and B2C omnichannel campaigns, promotions, and events
- Managed and mentored a junior designer, delegating work while facilitating professional development and growth
- Rebranded and refreshed newly acquired pet care locations with logos, websites, social media and marketing strategy assets
- Designed standardized web pages to be used across all company-owned pet care brands
- Partnered with facilities and external vendors to design for interior spaces, branded signage, retail areas, etc.