

JENNREBEC

CREATIVE + TECHNICAL DESIGN

I'm a simple Midwestern gal who loves all things creative. As a hands-on, wholehearted designer, I always strive for artistic excellence. When I'm not creating, you'll find me on a hike, my bike, or the family farm.



JENNIFER REBECCA HOFFMAN

GRAPHIC DESIGNER

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PROFESSIONAL SKILLS:

- Art Direction
- Branding
- Digital Media
- Graphic Design
- Point-of-Purchase
- Product Photography
- Technical Literature
- Trade Shows

EDUCATION

BACHELOR OF SCIENCE, ENVIRONMENTAL DESIGN

University of Missouri - Columbia

Columbia, MO

College of Human and
Environmental Sciences
December 1996

ASSOCIATE OF ARTS, ART

East Central College
Union, MO

Performing Arts Scholarship
May 1994

SOFTWARE SKILLS

Adobe Creative Cloud

Microsoft Office

WordPress

Silhouette Design Studio

MAC and PC proficient

INTERESTS

Sewing

Upholstery

Specialty Crop Farming

DIY Home Renovation

Gardening

Woodworking

EXPERIENCE

SENIOR COMMUNICATIONS DESIGN SPECIALIST

Parker Hannifin Corporation, Sporlan Division

July 2004 – Present

As lead designer, my role includes concept development, design, and production of effective communication materials to best represent and promote the company's multiple brands. This consists of print, digital, social media, and video. Responsibilities include:

- Technical documentation, including illustrations, schematics, instruction sheets, and catalogs
- Product launch collateral
- Trade show graphics and planning
- Webinars and training presentations
- Product photography and digital asset management
- Global brand standards and identity guidelines
- Writing, editing and proofreading

SALES and MARKETING SPECIALIST

Heritage Valley Tree Farm (Family Owned and Operated)

June 2006 – Present

- Develop, implement, and manage website
- Identify trends, select retail product, and source HVTF exclusives
- Generate, post, and monitor social media content
- Design and produce store fixtures and signage

GRAPHIC DESIGNER

Sporlan Valve Company

December 1996 – June 2004

Responsible for the design and layout of marketing collateral to enhance and support the company's objectives including:

- Logo design and branding
- Brochures, catalogs, newsletters and direct mail
- Point-of-purchase, interactive displays and signage
- Product labels and packaging