

# JEANNETTE COLOMBANI

## WORK EXPERIENCE

**Creative Marketing Associate, National Retail Solutions (NRS) • Newark, NJ**  
*March 2025 - Present*

- Lead creative development of integrated social ad campaigns for NRS retail products and services, shaping visual direction, messaging, and brand storytelling
- Leverage audience insights and performance data to inform creative concepts that align with marketing goals and strengthen brand impact
- Conceptualize and produce multimedia content, including graphics, motion design, and short-form videos to drive engagement across social platforms
- Execute high-quality visual content, including graphics and video, ensuring consistency across channels and adherence to brand standards
- Research and collaborate with leadership to integrate AI-driven tools and design trends, driving innovation and scaling content production

**Independent Designer & Professional Development • NJ**  
*September 2023 - March 2025*

- Art-directed and branded a personal baking project, growing audience engagement through strategic storytelling and cohesive identity design
- Consulted small businesses to develop logos, campaigns, and marketing collateral, improving client visibility and brand recognition
- Acquired new skills and completed Google Ads training, strengthening the ability to integrate paid media strategies into creative direction

**Graphic Designer, American Reading Company (ARC) • Blue Bell, PA**  
*July 2021 - September 2023*

- Directed creative strategy for promotional materials and bilingual (English/Spanish) campaigns, strengthening brand positioning, expanding accessibility, and increasing visibility across K-12 markets
- Developed brand guidelines with leadership, ensuring consistent visual identity across all channels
- Designed inclusive content highlighting diverse ethnic backgrounds in children's books, supporting ARC's mission of equity in education
- Created compelling sales and client presentations that supported business development efforts and drove stronger engagement with educational partners
- Optimized email templates, boosting open and click-through rates for curriculum and product launches
- Streamlined workflows by documenting processes and creating project briefs, improving cross-team efficiency and creative output

**Lead Designer, IEEE Computer Society • Los Alamitos, CA**  
*March 2021 - June 2021*

- Led a homepage redesign initiative, creating user-centered mockups that modernized the IEEE-CS digital presence and user experience
- Designed digital and print assets for global technology conferences, increasing visibility and audience engagement while ensuring brand consistency
- Updated committee logos and collaborated with the Senior Marketing Manager to strengthen brand identity, enhance recognition, and create high-quality, brand-aligned graphics that maintained creative consistency

**Graphic Designer, Rutgers New Jersey Medical School • Newark, NJ**  
*April 2019 - July 2020*

- Designed omni-channel campaigns for key events (White Coat Ceremony, Match Day, Convocation) and health initiatives, collaborating with the Marketing Director to ensure brand consistency and strengthen school identity and engagement
- Launched virtual initiatives during COVID-19, earning recognition from the Dean for innovative digital solutions that maintained community connection
- Elevated brand visibility by designing cohesive swag and marketing materials that fostered student and alumni pride
- Partner with the web team to design layouts and imagery that enhanced user experience and showcased diverse representation on the school's website
- Contributed design and production support to *Pulse* Magazine (Fall 2019 & Spring 2020)

## CONTACT

**Portfolio:** jeannettecolombani.com  
**Email:** hello@jeannettecolombani.com  
**Mobile:** 908-587-8210

## SKILLS

### Creative Direction & Branding

Art Direction • Omni-channel Advertising Campaigns • Branding & Identity Promotional Design • Social Media Concepts & Designs

### Digital & Motion

Motion Graphics • Video Editing Generative AI Video Prompting Web Design • UX/UI Design

### Visual Craft

Illustration • Typography • Photography

## TOOLS & SOFTWARE

### Design & Motion

Photoshop • Illustrator • InDesign Lightroom • After Effects • Premiere Pro XD • Adobe Express • Adobe Firefly

### Digital & Marketing

Canva • Google Vids • CapCut • VEED HeyGen • Mailchimp • Constant Contact

### Social Media Platforms

Facebook • Instagram • TikTok LinkedIn • Twitter/X • Pinterest

### Project Management

Jira • Trello

## EDUCATION

### Bachelor of Fine Arts (BFA)

#### Graphic Design/Interactive Advertising

Kean University, Michael Graves College, Robert Busch School of Design

- Epsilon Epsilon OMEGA Honor Society

## CERTIFICATES

- Google AI Essentials Specialization (Jun. 2026)
- How I Got 1k Followers In 1 Day: TikTok Marketing & Ads (Apr. 2026)
- Create Engaging Video with Google Vids (Nov. 2025)
- Google Ads Masterclass (Oct. 2024)