

# JENNIFER SMOOT

## CREATIVE DIRECTOR

Denver, CO | 405-401-0219 | jen@jensmoot.com | jensmoot.com

**15+ years in marketing and advertising**, including 10 in management, driving creative development, design, and printing processes.

**Expert in delivering impactful digital, social, and creative campaigns** for multi-unit restaurant, retail, and franchised brands.

**Committed to facilitating talent development**, motivating team members continually and creating opportunities for their ongoing growth.

**CORE COMPETENCIES** Creative Direction | Branding | Concept & Ideation | Process & Workflow | Project Management | Client Partnering  
Leadership & Mentoring | Print & Digital Design | Content Management Systems | Illustration

**EXPERIENCE** **CREATIVE SERVICES BRAND MANAGER • 2014 - present**  
**Qdoba Restaurant Corporation • Denver, CO**

*Led creative services team, providing creative direction and traffic coordination. Drove the development of in-restaurant/PP/packaging assets. Managed design and execution of print, digital, social, merchandising, and broadcast materials, ensuring timely delivery of all projects. Oversaw photo shoots.*

*Notable Achievements:*

- Contributed to company's growth by creating quarterly print and digital campaigns to introduce new products in the quick-serve food industry.
- Trained staff in new software, enabling the team to handle more projects in-house, increasing quality control and decreasing production costs.
- Provided input instrumental in resolving issues with vending, printing, packaging, and manufacturing.

**ART DIRECTOR • 2011 - 2014**  
**The Integer Group • Denver, CO**

*Developed visual conceptual solutions for creative/marketing ideas. Led delivery of creative for high-profile clients. Oversaw photographers, illustrators, freelancers, and agency resources.*

*Notable Achievements:*

- Select clients included: Miller Lite, Coors Brewing Co., Blue Moon Brewing Co., Johnson & Johnson, Proctor & Gamble, and Kellogg's.
- Leveraged integrated marketing approach to achieve dramatic results for brands.

**FREELANCE GRAPHIC DESIGNER • 2010 - 2011**  
**The Creative Group • Denver**

*Managed print production. Designed and produced magazine ads, catalogs, brochures, logos, and banner ads. Maintained art department inventory. Developed website concepts.*

**SENIOR ART DIRECTOR • 2006 - 2010**  
**Cicero International • Oklahoma City, OK**

*Managed design team. Concepted and provided creative direction for projects including corporate identity, website design, email marketing campaigns, ROP (newspaper, magazine), brochures, menus, packaging, and collateral material. Delivered creative for clients in restaurant, fashion, nonprofit, medical, real estate development, and entertainment sectors.*

**ART DIRECTOR • 2001 - 2006**  
**Mathis Brothers Furniture • Oklahoma City, OK**

*Developed and led internal creative services team. Reviewed requests for bids, managed/approved production schedules, and oversaw budgets. Led and contributed to projects including ROP (newspaper, magazine), gallery signage, catalogs, packaging, menus, direct mail, and newsletters.*

**SOFTWARE** Adobe Creative Suite, Microsoft Office Suite, Knowledgeable of CSS, HTML, PHP, MySQL, CMS, FTP

**EDUCATION** Bachelor of Fine Arts, Commercial Art, Biology Minor, Concordia University, Nebraska