

OBJECTIVE

Use my multi-media skills to assist an organization to communicate their key messages in a clear, powerful, and impactful way.

CONTACT

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WHAT I CAN DO FOR YOU



GRAPHIC DESIGN



WEB DESIGN



FINE ART &
ILLUSTRATION



CHALK &
HAND LETTERING



EVENT DESIGN



PHOTO & VIDEO

SKILLS

SOFTWARE

Microsoft Office
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Wordpress
Final Cut Pro

OTHER

Social media
Painting
Illustration
Hand lettering
Chalk art
Cake creation
Event design
Prop fabrication
Sewing
Photography
Ceramics
Resource Use

Knowledge of sustainability issues
Creating a positive environment

Jenny Tracy-O'Connor

WORK EXPERIENCE

Communications Consultant

Worldwide, January 2016 – Present

- Full-time consultant doing web design, graphic design, event design, photography, and event planning focused on environmental & socially conscious companies and organizations
- Provide creative direction and brand development in ongoing relationships
- Redesigned key banners and pamphlets for one national company, which increased recruiting success and grew the program fourfold
- Coordinated events, created and managed multiple websites, and grew social media presence for an international company which increased business by 40%

Traders Point Farm Organics

Zionsville, IN July 2014-February 2016

- Created and designed responsive website
- Created and produced graphics and artwork for all aspects of this Farm-to-Table restaurant
- Produced videos for website and social media
- Acted as official event and food photographer

Art Department Freelancer

Los Angeles, CA August 2013-July 2014

- Art Department for film and television - Separate resume available upon request
- Set Dressing, Prop Fabrication, Production Design, Art Direction, Budgeting
- Assisted in on set sustainability efforts, and sustainable sourcing for the art department

Ithaca Restaurant Group

Ithaca, NY, September 2012 – August 2013

- Designed and produced all aspects of graphic marketing, from website content to in-store graphics and artwork; all of which emphasized the Restaurant Group's focus and commitment to local and sustainable food

Cornell Cooperative Extension Tompkins County

Ithaca, NY, September 2011 – September 2012

Way2Go – Alternative & Sustainable Transportation

- Created and managed brand style through graphic design and other multimedia
- Produced and managed pre-production and post-production on educational videos

No Impact Project

New York, NY, September 2010 – May 2012

- Created and updated graphics for all aspects of the No Impact Project
- Assisted in organizing events and fundraising
- Managed social media--Facebook, twitter and blogs
- Edited videos for the website and training curriculum

NBCUniversal, Green is Universal

New York, NY, June 2011 – August 2011

- Created graphics for website and print
- Produced videos for website content
- Researched environmental issues, opportunities, and corporate social responsibility

NBCUniversal, Focus Features

New York, NY, June 2010 – August 2010

- Managed group of 20 interns in creating a multimedia presentation for company executives
- Led interns in company sustainability initiatives

EDUCATION

ITHACA COLLEGE

Roy H. Park School of Communication

Graduated May 2012 | Cumulative GPA: 3.7

Major: Television-Radio, concentration in video production

Minors: Integrated Marketing Communications and Art