

## OBJECTIVE

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

## CONTACT

www.optimisticallygreen.com

✉ info@optimisticallygreen.com

📷 @optimisticallygreen

## WHAT I CAN DO FOR YOU



GRAPHIC DESIGN



WEB DESIGN



FINE ART & ILLUSTRATION



CHALK & HAND LETTERING



EVENT DESIGN



PHOTO & VIDEO

## SKILLS

Adobe Illustrator ●●●●●

Adobe Photoshop ●●●●○

Wordpress ●●●●●

Adobe InDesign ●●●○○

Final Cut Pro ●●●●○

Cake creation ●●●●●

Event Design ●●●●●

General craftiness ●●●●●

Prop fabrication ●●●●○

Sewing ●●●●○

Painting ●●●●●

Illustration ●●●●●

Power tools ●●●●○

Photography ●●●●○

Video Editing ●●●●○

Doing cartwheels ●●●●●

Hugging Trees ●●●●●

# Jenny Tracy-O'Connor

## WORK EXPERIENCE

### Communications Consultant

Chicago, IL January 2016 – Present

- Full-time consulting work for multiple companies doing web design, graphic design, event design, photography, and event planning focused on environmental & socially conscious companies and organizations

### Traders Point Creamery

Zionsville, IN July 2014-February 2016

- 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
- Created and designed responsive website

### 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

### Ithaca Bakery

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 Ithaca Bakery's focus and commitment to local and sustainable food and restaurant practices

### Cornell Cooperative Extension Tompkins County Way2Go – Alternative & Sustainable Transportation

Ithaca, NY, September 2011 – September 2012

- Created and managed brand style through graphic design and other multimedia
- Produced, 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
- Organizing events, 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 graphic design for website, one sheets, and manuals
- 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 twenty interns in creating a multimedia presentation for company executives

## 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

### OPTIMISTICALLY GREEN UNIVERSITY

#### A Graduate School Program I invented

Enrolled Fall 2015 - Present

Pursuing a "Masters" in Art, Design, and Environmental Studies