

JENN COWAN

jc1355@txstate.edu
9005 Curlew Drive
Austin, Texas 78748
512-865-7229

EDUCATION

TEXAS STATE UNIVERSITY - San Marcos, TX

MFA, Communication Design (fall 10 – present)

BA, Mass Communication – Electronic Media, Minor: Business Administration (Dec. 05)

THE VICTORIA COLLEGE, Victoria, TX (May 03 & Aug. 04)

AA & AS, General Studies

LA ESCUELA DE IDIOMAS D'AMORE, Manuel Antonio, Costa Rica

Spanish Certification (Summer 05)

PROFESSIONAL EXPERIENCE

MY CREATIVE HEAD, Austin, TX

July 12 – present

Freelance Designer/Marketing & Media Professional

Specialize in brand identity, conceptual thinking and research, grassroots marketing, social media, copywriting, and public relations.

Impact: Increase clientele by 50% over 2012 year end.

SWIFT SOLUTIONS, Austin, TX

April 11 – Aug. 11

Marketing & Sales Coordinator

Developed campaigns, social media strategies; maintained client and public relations; provided copy and design for print and digital.

Clients: WIC, Tex Institute, Tobacco Summit, ADRP Conference and the HPE.

Impact: Increased brand awareness through social media, marketing strategies and international event participation.

CAPITAL AREA FOOD BANK, Austin, TX

July 10 – April 11

Online Marketing Intern

Assisted in brand development, web design and traffic, Google analytics, social media, email marketing, organizing, blogging.

Highlights: Contributed to the web and e-mail marketing redesign. Conceptualized Austin Reggae Festival SMS messaging plan and will help execute.

THE WOODHOUSE SPAS, Victoria, TX

Nov. 07 – Oct. 09

Dir. of Marketing & Communications

Managed marketing, design, and communications for this \$25 million privately held national franchise system, conceptualizing many successful system-wide campaigns.

Impact: Increased series sales by 74% and system-wide sales by 13% over previous year. Designed an email campaign for Montclair, NJ franchise that more than tripled service sales in one week.

GAP BROADCASTING, Victoria, TX

July 07 – Nov. 07

Broadcast Advertising Consultant

Pro-actively grew the Central Texas territory by generating new and servicing established accounts, writing effective copy and producing radio spots on the areas premier station.

Impact: Increased new accounts by 15% producing a minimum of 30K in monthly sales.

SAGA COMMUNICATIONS, Victoria, TX

Aug 06 - July 07

News Assignment Editor

Directed department news activities. Responsible for sorting through press releases and assigning stories, capturing, writing, and editing video for nightly newscast.

Highlights: Taught proper video techniques. Increased local news production by 20%.

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COMMUNITY & VOLUNTEER SERVICES

Huston-Tullison University – Volleyball, 2012, 2013
Merchandise and Web Design Services

XFIT2U's AISD Games benefiting Be the Match, Austin 2013
Identity and Collateral Design

CAFB Fitness Promotion, Austin 2013, Ideation
Santa Fit Holiday Classic benefiting Toys for Tots, Austin 2012, 2013
Identity Design and Services

AFFILIATIONS & ACHIEVEMENTS

Active member of AIGA-Austin & SOTA
Attended SOTA Conference, New Orleans 2012
Attended Typo Berlin, 2013