



HELLO!
I'M JEN

A ZEALOUS CREATOR &
CAT HERDING DOYENNE

Jen Pearre | 443.742.7365 | corereaction@comcast.net

Creative Director, Creative Manager, Senior Art Director,
Senior Graphic Designer, & 508 Remediation Specialist

GREETINGS!

I'm a sucker for fresh, innovative design that breaks traditions and wins awards while delivering omnichannel solutions that demand audience response. I currently provide corporate design and marketing solutions as well as solutions for our government clients such as The Centers for Medicare & Medicaid Services (CMS), The Centers for Disease Control (CDC), The Office of Inspector General (OIG), and other Health and Human Services (HHS) offices. My health care experience also crosses into the private and commercial sector with work completed for Aetna, Johnson & Johnson, and The United States Pharmacopeia.

As the Marketing & Creative Director of Rainmakers Strategic Solutions, I created and manage our award-winning brand and led business development marketing and visual communication efforts. I partner with the CEO, directors, subject matter experts, and clients to tell captivating visual stories that promote awareness, educate, and inform. I remotely lead cross-discipline creatives and vendors to ensure our comprehensive visual solutions inspire action. I maintain business strategies, budgets, and timelines and roll up my sleeves to design creative, cross-media deliverables. I am currently developing a new website with a mobile-first approach that will replace our outdated and overgrown current site in addition to other day-to-day creative projects. My robust credentials allow me to provide a wide range of innovative solutions.

I am open to new opportunities, drop me a line and say hello!

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JenniferPearre.com

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MARCOM INDIVIDUAL ACHIEVEMENT NOMINATION—

Rainmakers Strategic Solutions' CEO nominated Jennifer Pearre Crago for a MARCOM Individual Achievement Award. Jennifer was awarded the highest honor, a Platinum.

The following is an excerpt from the nomination materials.

Question 9-A) Creative role within the organization?

"Jennifer plays several critical roles in our company. She develops and manages the implementation of a complex multimodal external marketing strategy. For example, she developed a new brand identity for Rainmakers to include a new logo, collateral, marketing materials, and the UI/IX for the new website and mobile devices."

"In addition, she leads the conceptualization and design of graphics for Rainmakers projects and in support of its clients, including the creation of collateral, templates, presentations, proposals, infographics, e-learning materials, exhibit materials, web-based graphics, social media and blog graphics, training courses, webcasts, landing pages, and proposals. She leads a team that reviews and remediates all Rainmakers-developed online products to meet Americans with Disabilities Act, Section 508 compliance accessibility requirements. She is also responsible for researching, purchasing, filing, and maintaining image libraries for company-wide use as well as client projects."

Question 9-B) Why should this person be recognized?

"Jennifer should be recognized for her consistent design and development of creative products that reflect new design trends that provide competitive and engaging solutions. One recent example is the Operation T.R.A.C.E campaign, which was needed to support a short-fused go to market strategy for a newly launched COVID-19 contact tracing solution. Within a matter of days, she designed, developed, or managed the creation of a comprehensive marketing plan, logo, numerous pieces of collateral, social media stories, presentations, and a website. This allowed Rainmakers and its partners to position for business opportunities across the U.S."

Question 10) What does he or she do that is exceptional?

"What is exceptional about Jennifer is her rare ability to excel at the creative, tactical, and strategic levels simultaneously. At the creative level, she has an unfailing ability to create award-winning designs that unerringly and effectively communicate with a wide variety of target audiences on numerous subjects. On a tactical level, she effectively manages versatile schedules for design and production projects, protects our company from violation of federal statutes, and ensures prompt on-time delivery within budget. From the strategic perspective, she has transformed Rainmakers' marketing persona from solely a poorly maintained website to a sophisticated marketing department that is routinely launching new campaigns. It is rare to find someone who is successful at all three levels."

For samples please visit: www.JenniferPearre.com | 443.742.7365 | CoreReaction@comcast.net



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INDUSTRY MILESTONES



Healthcare &
Pharmaceutical



Data &
Technology



Communications



Retail &
Point of Sale



Mechanics &
Infrastructure



Education &
Training



Athletics



Compliance &
Government



Food Services



Investment &
Finance



Architecture &
Landscaping



Natural
Resources

DESIGN AWARDS

MARCOM
AWARDS



1

Individual
Achievement
Award
2020



SCA
SUMMIT
CREATIVE
AWARD

1

Award
2020



2020
SUMMIT
BRONZE

HERMES
CREATIVE AWARDS

5

Awards
2020



PRINTING
UNITE
ALLIANCE

1

Award
Best in Category



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EXPERTISE-AT-A-GLANCE

- Hire and supervise a self-sustaining, multi-functional team of 7+ colleagues to develop creative and effective marketing concepts, from ideation through final deliverables. Provide corporate-wide design support & yield a budget savings of over \$150,000/yr while increasing workload greater than 30%.
- Results-oriented, passionate, & innovative with a proven ability to bring vision & clarity to marketing & design problems with a gift for storytelling.
- Create media-rich marketing & design materials that maintain strategic planning initiatives & meet KPIs while showcasing global brands.
- Conceptualization & design of 250+ sophisticated graphics per year using industry trends & technology to enhance robust visual, omnichannel campaigns.
- Develops UI/UX storyboards/sitemaps, layouts, & architectural design for Websites, landing pages, & social channels.
- Establishes budgets & timetables for all stages of development & closely monitors these variable schedules to ensure delivery within budget & deadline.
- Directs marketing strategies to support business development.
- Inspires the marketing strategy team, designers, social media specialists, cross-functional stakeholders, & outside contractors & vendors to promote brand awareness, drive Web traffic, improve SEO, & increase social media presence.
- Design, develop, & maintain brand portals for assets. Create foundational assets such as logos, iconography, templates, & style guides.
- Implement processes & manage vendors & revolving project lists with volatile schedules to maintain priorities, adhere to strict deadlines, & ensure quality control.
- Art direct national photo & video shoots & manages production schedules & post-editing processes.
- Facilitate projects & teams to ensure 508 accessibility, develop accessibility training materials, & lead accessibility training sessions for staff.

SOFTWARE COMPETENCIES



SKILL SET COMPETENCIES

- Creative Direction and Implementation
- Omnichannel Creative & Marketing Strategy Development
- Cross-Channel Global Brand Vision and Execution
- **Digital & Print Design:** Web Design, Social Graphics, Brand & Marketing Materials, Infographics, Illustrations, Exhibits/Signage & Point of Sale Displays, Brochures, Annual Reports, E-Pubs, Ads, Direct Mail, Packaging, Training Manuals, Presentations, Educational Products, Proposals, Etc.
- UX/UI Design & Site Maintenance
- Team & Project Management as well as Collaboration With all Levels of Leadership and Staff
- Creative Direction & Editing for Video & Photography
- Content Development & Editing
- 508 Compliance (Accessibility) Expert/Trainer



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EMPLOYMENT HISTORY

Rainmakers Strategic Solutions, LLC.	10/2015 – Present	Marketing & Creative Director
Sodexo, Inc., Gaithersburg, MD	03/2013 – 09/2015	Senior Graphic Designer
Bechtel Corporation, Reston, VA	11/2010 - 03/2013	Senior Graphic Designer, Acting Art Director & Brand Manager
Aquent Studios, Randstad, Mondo, Cella & Core Reaction Design & Consulting	08/1998 – Present	Art Director, Creative Services Manager, Senior Graphic Designer

CLIENT HIGHLIGHTS

- Bechtel
- Northrop Grumman
- Sun Microsystems
- IBM
- InGuardians
- Verizon
- Comcast/Xfinity
- Army MEDCOM
- Marine Corps
- NASDAQ
- T. Rowe Price
- Aetna
- The Centers for Medicare & Medicaid Services (CMS)
- Centers for Disease Control and Prevention (CDC)
- Health & Human Services (HHS)
- URAC
- NBCH
- Office of Inspector General (OIG)
- Johnson & Johnson
- Under Armour
- FILA
- Boy Scouts of America
- Miller Zell
- Jane Cosmetics
- Sylvan Learning, Inc.
- K-12
- Fuel Education
- Brookes Publishing
- Loudon County Literacy Council
- Rosetta stone

EDUCATION

Savannah College of Art & Design, Savannah, GA—B.F.A. Graphic Design

Carroll Community College, Westminster, MD—A.A. General Studies