

JENNIFER CARTER

GRAPHIC & WEB DESIGN // EVENT PRODUCTION // MARKETING // PHOTOGRAPHY

ART AND MARKETING DIRECTOR

Gateway Disc Sports – Maryland Heights, MO

April 2021 – June 2025

- Lead all visual communications, from concept through final production, across digital campaigns, disc products and merchandise.
- Managed the Shopify store and email campaigns
- Directed creative development for social media, eCommerce assets and marketing collateral.
- Collaborated cross-functionally with operations and sales teams to align marketing strategy with business goals.

CREATIVE DIRECTOR

The NexCore – St. Louis, MO

February 2020 – January 2021

- Spearheaded branding and multimedia efforts including packaging mock-ups, digital assets, and event branding.
- Oversaw the creation of high-quality design content for podcasts, live-stream events, and digital marketing campaigns.
- Developed creative strategy and directed video and photo shoots for product and promotional use.

DESIGNER / EVENT PRODUCTION / WEB MANAGER

Pet Events Inc – St. Louis, MO

September 2018 – March 2020

- Developed print and digital collateral for pet-centered events, requiring a strong understanding of pet-friendly marketing.
- Designed promotional signage, while managing brand consistency across events.
- Maintained and designed updates for the company's multiple Word Press sites and created marketing, email and social media campaigns.
- Collaborated with event vendors and partners, providing branded assets, logos, and advertising materials.

GRAPHIC DESIGNER

Aloha Outdoors – Maui, HI

August 2015 – August 2018

- Created cohesive branding, logos, product package concepts, and marketing collateral.
- Managed both print and digital project deliverables, including advertisements and merchandise designs.
- Provided art direction and handled final press-ready files for packaging and signage materials.

SKILLS

Shopify
Adobe Creative Suite
Illustrator
Photoshop
Indesign
Acrobat
Premier Pro
Ontraport
Wordpress
Elegant Theme - Divi
OptimizePress
Ontraport
Leadpages
Mailchimp / Constant Contact
Microsoft Office / Powerpoint
Social Media Marketing
Visual Communication
Graphic Design & Marketing
T-Shirt Apparel Designs

EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS

2001-2003

BFA Visual Communications

TRUMAN STATE UNIVERSITY

1998 - 2001

Graphic Design & Fiber Arts

WHITFIELD HIGH SCHOOL 1994-1998