

Jeneen Carwell

Creative Director

Profile

A highly creative and imaginative individual with extensive experience in the advertising industry. Possessing a strong commercial awareness as well as an excellent understanding of art direction, design principles and brand development. An excellent communicator who is able to motivate teams to produce high quality work within strict deadlines. Having gained considerable international exposure throughout my career, I am now looking for a new challenge that will enable me to utilise my skills and experience in a different cultural context.

Employment History

Film at Apple Inc. (California)

Apr 2022 - Present

- Led a team of creatives in developing an award-winning campaign that boosted sales by 20%.
- Grew the creative department by 40% while maintaining high standards and quality control.
- Successfully pitched innovative concepts to clients that led to new business wins worth \$5 million in total contract value.
- Cut costs by 15% through implementation of more efficient processes and better utilization of technology and resources..
- Was personally responsible for creating breakthrough work that generated millions of dollars in incremental revenue for the company.

Commercials at The Walt Disney Company (California)

Aug 2019 - Mar 2022

- Increased sales by 25% through innovative marketing campaigns.
- Brought in 7 new clients in the last quarter.
- Cut production costs by 15% without sacrificing quality or results.
- Spearheaded the development and launch of 3 successful new product lines.
- Grew social media followers by 20% last month and increased engagement rates across all platforms.

Certificates

Adobe Creative Suite Master Certification (ACSM)

Nov 2020

Apple Certified Pro - Final Cut Pro X (ACP)

Sep 2019

Avid Media Composer User Certification

Oct 2017

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Louisville, KY 40210

Education

B.A in Graphic Design at Vanderbilt University, Nashville, TN

Sep 2015 - May 2019

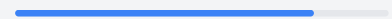
How to use Adobe Creative Suite (Illustrator, Photoshop, InDesign) for graphic design purposes.

Links

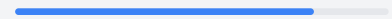
[linkedin.com/in/jeneencarwell](https://www.linkedin.com/in/jeneencarwell)

Skills

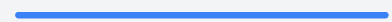
Artistic skills



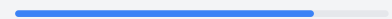
Creative problem solving



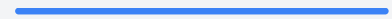
Communication and collaboration



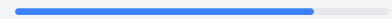
Critical thinking



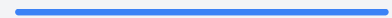
Time management



Budgeting and scheduling

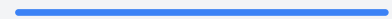


Organization



Languages

English



Spanish

