



Jennifer Cox

Marketing, Visual Designer

Disciplined design professional with a sharp eye for branding and a passion for turning ideas into compelling visuals. I blend strategic thinking with creative exploration, using design and research to create meaningful visual narratives and solve complex problems with clarity and impact.

CONTACT

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- 🌐 jennifercox-artist.com
- 📍 Fenton, MI

PORTFOLIO

jennifercox-artist.com/resume-portfolio
P/W: JCoxPortfolio23

SKILLS

- Advertising Design
- Brand Identity
- Editorial Design
- Project Management
- Trade Show Design
- Product Photography & Editing
- Digital Marketing
- Global Collaboration
- Trend Forecasting

SOFTWARE

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere Pro
- Microsoft
 - PowerPoint
 - Excel
 - Word
- Wix / Weebly / Webflow
- FlippingBook
- Keyshot

EDUCATION

Georgian Court University | BA
New Jersey

- Major: Art / Advertising
- Minor: Business Administration

HOBBIES

- Painting
- DIY Projects
- Gardening
- Kickboxing

WORK EXPERIENCE

Webasto | Fenton, MI

www.webasto.com

October 2016 - present | *Marketing Expert, Creative Design*

- **Brand Identity Management:** Design sales literature, print ads, and point-of-sale materials, ensuring alignment with corporate brand guidelines across platforms and multiple markets (Marine, RV, Truck, Off-Highway, Bus, Battery and Power Test Systems), collaborate with European design colleagues
- **Trade Show Design:** Booth layout and design, product selection and display options, 3-D booth renderings
- **Product Photography and Editing:** Coordinate photo shoots, execute product kits and parts photography, edit images and maintain Webasto's image library
- **Sales Collateral:** Collaborate with market leads and sales team to guarantee product catalogs and marketing materials are consistently up-to-date and aligned with current offerings, maintain interactive digital flipbooks to reduce printed materials
- **Digital Marketing Support:** Contribute to social media campaigns by designing static and animated posts, infographics, ads and short form video to enhance engagement and strengthen digital presence

Jennifer Cox, Artist | Fenton, MI

www.jennifercox-artist.com

August 2012 - present | *Artist & Freelance Designer*

- **Graphic Design:** Logo design and brand identity
- **Stationery Design:** Original invitation and greeting card designs including notepads, stickers and digital planners, client meetings detailing deliverables, design / review / print / package / ship, and wedding trade show exhibitor
- **Original Fine Art:** original paintings (oil, acrylic, watercolor), exhibited at local craft shows

Sphere Trending | Waterford, MI

www.spheretrending.com

December 2002 - August 2012 | *Graphic Designer*

- **Trend Forecasting:** Develop innovative graphic and product designs along with physical and digital trend boards, create trend presentations incorporating forecasted color palettes, design elements, technology, and materials, to deliver impactful and relevant concepts for consumers and companies to design their products
- **Trade Shows:** Attend international trade shows, photograph products and designs in select booths, compile images/info to create reports showcasing upcoming trends