

# Jen Stacklin

Print Design • Web Design • Creative Direction

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## Overview

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Over 10 years experience as a creative director and designer skilled in both print and Web design. Part of a core team at CollegeClub.com, an Internet start-up, that built the site from its first member to become the #1 college site on the Web. Broad range of experience from developing multi-million dollar ad campaigns and managing agency relationships to leading a team of designers and Web developers in creating Web pages and user interface. Lived and worked abroad in London and Prague and traveled extensively. Creative, motivated, team player, entrepreneurial, strong interpersonal skills, strategic.

## Experience

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### CollegeClub.com, Inc.

San Diego, CA

#### **Director, Creative Services & Brand Management**

*February 2000 to September 2002*

- **Assisted in developing the CollegeClub.com brand and creative strategies for a multi-million dollar integrated ad campaign**

The campaign utilized consumer print, newspaper, radio and online vehicles to generate 1.3 million new members during 1H2000, culminating in record traffic in May 2000 with 1.9 million unique visitors and 277 million page views (#1 college site and top 50 overall site according to PC Data Online). Managed relationship with ad agency, Suissa Miller.

- **Developed and designed online promotions that integrated our strategic partnerships within the CollegeClub.com Web site**

These promotions, built for companies such as General Motors, Visa and Career Builder, were proven effective in creating brand awareness and driving significant Web traffic for our partners.

- **Developed and designed strategic, integrated marketing campaigns**

The campaigns combined offline print and signage with online e-mails, banner advertising and integration within the CollegeClub.com Web site in order to communicate a clear value proposition to our members.

- **Assisted in developing TV and radio campaign**

Although produced on a limited budget, this award-winning campaign was successful in driving new membership and awareness of the CollegeClub.com brand. Managed relationship with ad agency, Big Bang Idea Engineering.

- **Led team of designers, Web and community developers in redesigning the user interface and look/feel of the CollegeClub.com Web site**

The design created a friendlier, simplified user experience while increasing saleable site areas and allowing easier partner integration.

#### **Director, Design**

*July 1998 to February 2000*

- **Worked closely with top management in conceptualizing and developing road show presentations and materials**

These materials aided in raising \$40 million in pre-IPO funding.

- **Led creative team of 5 designers in the development of all marketing communications**

Our collateral was an integral part of increasing our member base from 100,000 to over 3 million.

**Senior Graphic Designer**  
**Graphic Designer**

*February 1998 to July 1999*  
*February 1996 to February 1998*

- **Conceptualized and created hundreds of pieces of marketing collateral**  
These materials, including brochures, posters, flyers, banners and presentations, were developed for Sales, Marketing and Corporate Development and have been directly linked to increased sales opportunities, increased membership and investments.
- **Managed relationships with several printers and vendors**

## **Creative Partners Sales Support Services**

Prague, Czech Republic

**Graphic Designer**

*January 1995 to December 1995*

- **Conceptualized and designed brochures, leaflets and newsletters for various Czech, German and American businesses**  
My work expanded the company's portfolio and rejuvenated business lost to competitors.
- **Developed corporate identity systems**
- **Independent consulting work for restaurant launch**  
Included development of corporate identity, marketing materials, menus and mural paintings for restaurant décor.

## **Kall Kwik Printing**

London, England

**Graphic Designer**

*November 1993 to April 1994*

- **Designed logos, business cards, letterhead, invitations, brochures and marketing collateral promoting services unique to our shop**

## **Education**

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### **Ohio University**

Athens, OH

**BFA with a double major in Graphic Design and Art History**

*June 1993*

- Graduated with honors and among the top three in Design Major
- Maintained a 3.7 GPA throughout college career and was consistently named to the Dean's List