

JENNA FARLEY

SENIOR GRAPHIC DESIGNER

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 jennafarley.com

SKILLS

- Creative Strategy & Ideation
- Team Leadership & Mentorship
- Brand & Identity Management
- UX/UI Design & ADA Compliance
- SEO & Analytics
- Direct Mail & Collateral Design
- Illustration and Vector Design
- Multi-Media Campaign Development
- Client Relations
- Workflow Optimization & Efficiency
- Project Management

TOOLKIT

- Photoshop, Illustrator, & InDesign
- After Effects & Media Encoder
- Adobe Acrobat, Canva
- Google Office Suite
- Microsoft Office Suite
- Wordpress, Wix, Unbounce
- Constant Contact, HubSpot
- Slack, Google Teams
- Task management and filing systems
- Proofing tools

EXPERIENCE

BOARD MEMBER – DIGITAL CHAIR

Advertising Club of Richmond

May 2026 – Present

SR. GRAPHIC DESIGNER

Madison+Main

September 2024 – Present

- Advanced brand building, marketing strategy, and creative thinking
- Expansion of creative boundaries outside of established client branding
- Spearheading A- and B-level projects and campaigns with confidence
- Production of digital and print designs; preparing vendor files
- Website construction and ongoing maintenance with minor coding
- Composing digital videos, motion graphics, and short animations
- Active participation in client-facing and internal presentations
- Responsibilities and trust with supervisors, team members, and clients
- Provide additional leadership in both individual and team environments

GRAPHIC DESIGNER

Madison+Main

September 2022 – September 2024

JR. GRAPHIC DESIGNER

Madison+Main

May 2019 - September 2022

CREATIVE INTERN

Madison+Main

August 2018 - April 2019

SOCIAL MEDIA COORDINATOR INTERN

The Shops at 5807

January - August 2016

- Assisted in managing daily operations of social media platforms
- Participated in strategic sessions with store owners and staff
- Use of consistent brand messaging and identity
- Composed and optimized videos for enhanced brand visibility
- Applied storytelling techniques and emerging trends to create shareable content that increased organic reach and follower growth
- Developed weekly email campaigns with compelling copy and visually engaging designs to drive click-through rates and store visitation
- Organized store events such as a scavenger hunt and a gift giveaway