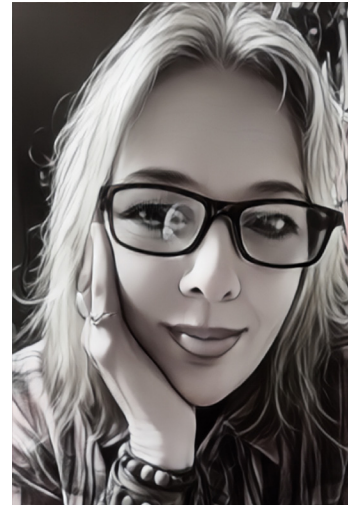


JDM jennifer donaldson-munsell

Brand Strategist | Creative Director | Project Manager
Bossier City, LA

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Creative Powerhouse with Extensive Experience and Knowledge of Bold Branding & Design
Turning vision into reality through strategy, design, and leadership. Specializing in brand transformation, project management, and driving results with creativity.

✓Core Strengths

- Project Management: Coordinating teams, clients, and deadlines like a pro. I ensure each project is delivered on time, within budget, and exceeds expectations.
- Creative Direction: Leading teams to execute standout design solutions that elevate brands across digital, print, and social media.
- Brand Strategy: Developing creative strategies that align with business goals and drive measurable growth.
- Team Leadership & Mentorship: Guiding designers and creatives to unlock their full potential while keeping the energy high and collaboration flowing.
- Process Optimization: Streamlining workflows and production processes for increased efficiency and higher quality outputs.

✓Education & Certifications

- LSU, Graphic Design Studies (1990 – 1994)
- Coursiv Advanced AI Prompting Course (2024)
- One Peak Creative Viral Video & Reels Course (2024)

✓Achievements

- Branding & Strategy: Crafted high-impact campaigns like the Wal-Mart, Home Depot, Lowes & Sears Lawn & Garden display and consumer literature, driving sales and customer engagement.
- Process Improvement: Introduced new pre-press and color correction standards, reducing errors by 15% and improving publication quality.
- Client Collaboration: Successfully led projects from concept to delivery, optimizing workflows to increase efficiency by 30%.
- Design Leadership: Managed cross-functional teams, ensuring seamless project delivery while cultivating a positive and productive creative environment.

✓Skills

- Design Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva, CapCut, Instagram & Facebook Reels
- Project Management: Monday.com, Microsoft Office, Adobe Cloud Experience
- Social Media Strategy: Static & Video Content creation, storytelling, and engagement for brand building
- Client Relationship Management: Communication, collaboration, and long-term partnerships
- Photography & Video: Digital & Specialty Photography and Video Editing

Professional References

"Jen is a gifted listener and designer, in that order. She brought our brand and our vision to life with creativity, precision, and heart." – Eric Lang, Lang Orthodontics 318-861-0700

"Jennifer isn't just a designer—she's a creative powerhouse with a sixth sense for what grabs attention and drives results."
– Donesa Walker, Principal/CEO-LearningRx-Shreveport 318-272-3455

"Jen developed award-winning concepts and always provides great ideas for my sales and marketing needs."
– Bob Morrison, Speed Inc. 318-393-4086

scan to view my professional
portfolio or go to:
stingraymediaworx.com/portfolio-1



Professional Experience

➤Freelance Designer & Business Owner | Stingray Media Worx | July 2009 – Present

- Founded and manage Stingray Media Worx, LLC, a creative design and marketing agency, leading all aspects of the business, including client acquisition, project management, team coordination, and creative direction.
- Oversee the end-to-end lifecycle of projects for clients across various industries, from brand development and logo design to digital content creation and multimedia marketing campaigns.
- Manage multiple projects simultaneously, ensuring on-time, on-budget delivery while maintaining the highest standards of creativity and quality.
- Build and maintain strong client relationships, providing personalized marketing strategies and design solutions that align with client objectives and drive business growth.

➤Creative Director | The Forum News/Venture Publishing | May 2005 – Aug. 2006 & Sept. 2021 – Nov. 2024

Contact Direct Supervisor: Hugh Johnson 318-564-9779

- Spearheaded creative direction, managing a team of designers, writers, and photographers to elevate the publication's visual identity and print production.
- Optimized production workflows and improved efficiency, while maintaining high-quality standards across all projects.
- Developed marketing communication, ensuring feedback was captured, managing deadlines and consistently delivery more than what was requested.
- Directed photo shoots, social media strategies, and advertising initiatives, driving both engagement and ad sales.

➤Senior Designer | LaPressCo Printing | 2016 – 2019

Contact Direct Supervisor: Steve Buseick 318-686-6000

- Designed and prepared collateral for a variety of printing processes including offset, digital, and garment.
- Developed new design processes and standards, creating a more efficient workflow that increased productivity and maintained consistency.
- Managed the creative team, providing guidance and feedback to improve both the quality of designs and team morale.

➤Graphic Designer | Gannett Inc./The Shreveport Times | August 2006 – July 2009

Contact Human Resources: 866-979-6397

- Specialized in creating striking ad designs and magazine covers that captured audience attention and strengthened publication identity.
- Collaborated with editorial teams and marketing staff to produce visually compelling designs that aligned with brand identity.
- Created high-impact business branding for various industries, from retail to lifestyle brands.
- Developed and implemented marketing strategies to support client growth.
- Specialized in multi-level production, including offset, screen print, large-format signage, and web-based sales media.

➤Corporate Design Supervisor | CASAIC Printing | 2000 – 2005

Contact Direct Supervisor: Richard Connell 318-865-8418

- Led the design and production of retail signage, POP displays, and packaging for major retailers like Lowe's, Wal-Mart, and Home Depot.
- Developed new design processes and standards, creating a more efficient workflow that increased productivity and maintained consistency.
- Conducted design presentations and consultations for high-profile clients, ensuring projects aligned with their business objectives.
- Managed the creative team, providing guidance and feedback to improve both the quality of designs and team morale.