

jennifer donaldson-munsell

Creative Director | Brand Strategist | Visual Marketer
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Professional Summary

Creative Director with 15+ years of experience producing high-impact visual content across events, publishing, branding, and digital platforms. Known for turning real-world ideas, products, and personalities into visuals that capture attention and drive engagement.

Operates at the intersection of speed, strategy, and execution—delivering branding systems, editorial design, event graphics, and digital content under tight deadlines without sacrificing quality. Trusted to lead creative direction, manage high-volume production, and execute work that performs across print, digital, merchandise, and social platforms.

Creative Capabilities

- Branding & Visual Identity
- Event Graphics & Environmental Design
- Editorial & Publication Design
- Photography & Image Editing
- Visual Storytelling & Brand Systems
- Merchandise & Apparel Design
- Social Media Content & Campaign Graphics
- Print & Digital Production
- AI-Enhanced Creative Workflows & Content Production
- High-Speed, Deadline-Driven Execution

Professional Experience

Stingray Media Worx

Creative Director/Owner | 2021–Present

- Lead creative direction and execution across multiple brands, events, and organizations.
- Produce full-scale branding, marketing assets, and visual content across print, digital, and social platforms
- Design event environments including signage, banners, digital displays, programs, and merchandise
- Capture and produce photography used in marketing, editorial, and social media
- Create short-form video and content optimized for engagement and platform performance
- Collaborate directly with clients and stakeholders to align creative with brand identity and audience
- Manage multiple concurrent projects under tight deadlines, including live-event timelines

23Corvettes

Marketing & Brand Strategist/Founder | 2023–Present

- Led branding and content strategy for a community-driven organization.
- Develop logos, merchandise, newsletters, and social media content
- Produce photography and visual storytelling content
- Build consistent visual systems that strengthen brand recognition and engagement

Golf Cars of Louisiana

Marketing & Content Strategist | 2025 – Present

- Develop and execute performance-driven marketing content across social, digital, and email channels
- Create visual campaigns that increase organic reach, attract new audiences, and drive customer inquiries
- Produce short-form video, graphics, and promotional assets aligned with sales and inventory strategy
- Collaborate with sales and operations to align messaging with revenue goals and customer behavior
- Analyze content performance and adjust creative direction to improve engagement and conversion

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Professional Experience(cont'd)

World of Wheels-Shreveport

Social Media Content/Event Collateral Creator | 2023-2025 (seasonal project)

- Developed and executed promotional visual strategy for a large-scale live event.
- Designed promotional graphics, signage, t-shirts and large-scale event assets
- Produced digital campaigns and static and video formatted social media content for event marketing
- Captured and created photo and video content for promotional use
- Delivered real-time content support during live event production

318Forum Magazine

Creative Director | 2002 - 2005 & 2021 - 2024

- Directed visual production for a high-volume print and digital publication
- Designed editorial layouts, feature spreads, and advertising campaigns
- Managed production cycles under strict publishing deadlines
- Created marketing and advertising assets for a range of clients
- Maintained visual consistency across print and digital platforms
- Executed full publishing workflow from concept through final production

Visual Production & Media

- Led design production supporting national brands including Sears, Home Depot, Lowe's, Walmart, and Electrolux
- Photography capturing products, people, and environments
- Advanced photo editing and composition for editorial and marketing use
- Short-form video production for social platforms
- Platform-optimized content for Instagram, Facebook, TikTok, and web

Print & Production Expertise

- Offset, digital, and screen printing production
- Pre-press setup, file preparation, and color management
- Large-format and environmental graphics production
- Publication and catalog print workflows

Tools & Platforms

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe Express, Adobe Firefly.
- Large-format and print production systems
- Merchandise and apparel design workflows
- Social media content creation and formatting
- Web and digital asset design
- Project Tracking and Brand Collateral Organization with Monday®

Education

- Creative Studies | Louisiana State University (LSU) *non-graduate*
- Ongoing professional development in marketing strategy, brand storytelling, and emerging creative practices
- Courshiv® course completion in advanced AI prompting