

Jennifer Donaldson-Munsell

Marketing Specialist

Portfolio: <https://stingraymediaworx.com/portfolio-1>

Professional Summary

Marketing Specialist and Creative Brand Strategist with 15+ years of experience supporting marketing initiatives through high-impact visual communication, campaign assets, and persuasive messaging. Proven ability to translate complex concepts, products, and services into clear, compelling marketing materials that drive engagement, support sales, and strengthen brand positioning. Highly skilled in Adobe Creative Suite and PowerPoint, with a strong track record of delivering polished, deadline-driven work in fast-paced, remote, and cross-functional environments.

Core Marketing & Creative Strengths

- Marketing Campaign Support & Creative Execution
 - Presentation, Pitch Deck & Sales Enablement Materials
 - Brand Messaging & Visual Consistency
 - Proposal, RFP & Marketing Collateral Development
 - Visual Storytelling & Content Layout
 - Template, Asset & Design System Management
 - Cross-Functional Collaboration (Marketing, Sales, Leadership)
 - Deadline-Driven Production & Workflow Management
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Professional Experience

Stingray Media Worx

Creative Director / Marketing & Visual Communications Specialist | 2021–Present

- Support marketing and business development initiatives by designing presentations, proposals, and campaign assets that clearly communicate value propositions and brand messaging.
- Translate marketing strategy, positioning, and narrative into visually cohesive materials for client-facing, internal, and promotional use.
- Collaborate closely with business owners, executives, writers, and marketers to align creative output with marketing goals and audience needs.
- Develop reusable templates, visual frameworks, and brand asset systems to improve efficiency, consistency, and speed across marketing deliverables.
- Manage multiple concurrent projects while meeting tight deadlines and adapting quickly to shifting priorities.

318Forum Magazine

Creative Director | September 2021 – November 2024

- Led creative execution for print and digital marketing content, editorial features, and branded partnerships within a high-volume publication.
- Designed marketing-driven layouts and visual narratives that supported advertiser goals, audience engagement, and brand visibility.
- Maintained and evolved brand identity across multiple formats while ensuring consistency and alignment with marketing objectives.
- Partnered with editorial leadership, advertisers, and contributors to integrate storytelling, design, and promotional strategy.
- Established templates and workflows that improved production efficiency while maintaining high design and brand standards.

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Marketing Presentation & Sales Enablement Experience

- Extensive experience producing executive-level presentations, proposals, and sales materials that support marketing, partnerships, and revenue-generating efforts.
- Advanced PowerPoint skills for rapid-turn marketing presentations with emphasis on clarity, hierarchy, and persuasive messaging.
- Expert-level InDesign use for polished marketing collateral, campaign assets, and layout-intensive materials requiring brand precision.

Education

- Creative Studies | Louisiana State University (LSU)
- Ongoing professional development in marketing strategy, brand storytelling, and emerging creative practices

Tools & Technologies

- Adobe Creative Suite: InDesign, Photoshop, Illustrator
- Microsoft PowerPoint
- Print & Digital Marketing Production
- Remote Collaboration & Project Management Tools