

Jennifer Beaumont Wilfrid

1 West Street
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617.877.2318
jennifer@beaumont-design.com
www.beaumont-design.com/portfolio

EXPERIENCE 2004-Present

Integrated Marketing Design Manager, *Harvard Magazine*, Cambridge, MA.
Key member of marketing and production teams for bimonthly, four-color magazine, circulation 250,000. Participate in decision-making for content, design, and layout. Collect, review, and correct ads placed in the magazine and allied publications (Ivy League Magazine Network). Design ads and inserts for internal departments and outside clients. Design and produce sales and promotional materials including media kits and components, invitations, posters and event collateral, fundraising and direct mail pieces, online marketing surveys, Flash and HTML emails. Responsible for content, design, coding, and implementation of the business-staff-directed pages of the magazine website and entire Ivy League Magazine Network website. Manage all social media and social marketing initiatives using platforms such as Facebook, YouTube, and Twitter. 2005 recipient of the annual "Harvard Hero Award," recognizing outstanding contribution to the magazine's and the University's mission.

Freelance Graphic Designer, Arlington, MA.

Logo development, business systems, annual reports, invitations, stationery, and websites. Clients include: Harvard University Health Services, Center for Middle Eastern Studies at Harvard University, The Stanford Center for Bioethics, Massachusetts Medical Devices Journal, Planned Parenthood League of Massachusetts, Little Brothers-Friends of the Elderly, Boys and Girls Club of Chicago, The Charlotte Newcombe Foundation and more.

2003-2004

Dealer Relations Coordinator, *The Catalogue of Antiques & Fine Art*, Watertown, MA.

Managed trafficking of ad materials. Assisted art director with layout and digital editing of ads. Coordinated and planned internal and external photo shoots for dealer ads.

2002-2003

Corporate Art Consultant, Boston Corporate Art, Boston/Weymouth, MA.
Managed corporate art accounts and generated new business and sales. Consulted with clients and coordinated projects from selection of artwork through installation.

2001

Junior Associate, VIART Corporation, New York, NY.

Assisted in the management of Fortune 500 corporate art collections. Designed VIART's client communications, transforming computer imaging into inventory maps and brochures.

1998-2000

Gallery Assistant, Gail Severn Gallery, Ketchum, ID.

Responsible for all aspects of gallery operations. Organized and hung monthly exhibits and shows. Controlled internal image archive by scanning and editing images of all inventory. Represented the gallery at Chicago's SOFA Exposition in 1998 and 1999.

EDUCATION

May 2007

Massachusetts College of Art, Boston, MA.

Graphic Design Certificate

May 1998

Middlebury College, Middlebury, VT.

B.A., History of Art and Architecture, and Spanish. Minor, Studio Art. Participated in Wells College Semester in Spain, spring 1997.

SKILLS

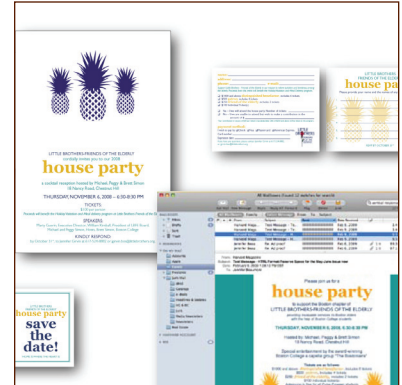
InDesign, PhotoShop, Illustrator, Acrobat, Distiller, DreamWeaver, Flash, Quark, Pit Stop, Power Point, File Maker, ACT, iMovie, QuickTime Pro, Google Analytics, Google AdManager, Survey Monkey, Mail Chimp, and Vertical Response.

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MassDevice
logo and business system

Little Brothers
house party event collateral



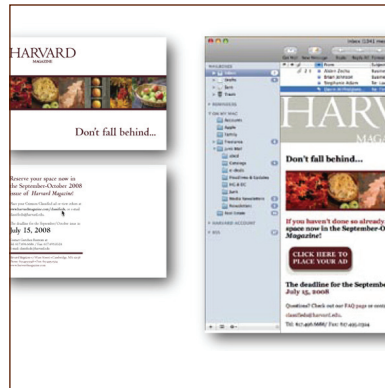
Chocolate Envy
business card, folder, letterhead

Harvard Magazine
2009 desk calendar design and photography



Harvard Magazine
postcard and HTML email campaign

Design Competition
poster/mailer and event collateral



Planned Parenthood
invitation and event collateral

Ivy League Magazine Network
media kit components

