

Jennifer Perkins-Frantz

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SUMMARY

PMP-certified Creative Project Manager with 10+ years of experience leading creative production and optimizing workflows between the marketing, communications, and design teams. I'm skilled at balancing multiple priorities, maintaining clear communications between stakeholders and teams, and ensuring projects meet deadlines, quality standards, and budgets. Known for my calm, collaborative energy and sharp eye for detail, I keep projects moving smoothly and teams inspired from kickoff to delivery. From concept to launch, I turn creative chaos into momentum, keeping every project sharp, smart, and on point.

KEY ACHIEVEMENTS

Created and implemented brand guidelines used across multiple departments, resulting in unified design standards and faster creative approvals.

Led a rebranding initiative with Baltimore's Child Magazine that increased audience engagement by 32% through refreshed visuals and cohesive storytelling.

Built and managed a digital asset library that improved efficiency and brand consistency across departments.

EXPERIENCE

Project Manager Precise Software Solutions, Inc., *FDA Contract, Web Content Mgmt.*

// December 2023 - October 2025

- Collaborated cross-functionally to restructure and redesign the Precise company website and improve UX/UI, modernizing design and functionality.
- Directed and designed creative strategy and art direction for marketing materials, proposals, infographics, and social campaigns.
- Managed client relationships for multimedia production, reviewing creative outputs for brand and regulatory compliance.
- Managed brand identity and visual execution, ensuring consistency and adherence to evolving brand guidelines.
- Cultivated strong client relationships, hosting weekly meetings discussing campaign strategies, prioritizing content delivery, and ensuring alignment with marketing objectives.
- Managed project timelines, roadblocks, budgets, and resource allocation using tools like Monday, Trello and Asana.
- Measured and analyzed the impact of content through performance metrics. Delivered monthly reports summarizing project design achievements, pending assignments, and the overall project status.

Creative Project Manager Tessco Technologies, Inc., *Strategic Marketing*

// February 2021 - August 2023

- Directed all phases of creative project lifecycles across digital, print, event,, and social media campaigns, assigning projects based on skillset and bandwidth, ensuring efficient resource management.
- Served as brand guardian, enforcing visual consistency across marketing materials, sales collateral, and digital platforms.
- Directed and designed templates and workflow systems that improved efficiency and reduced production time by 25%.
- Collaborated in the redesign of tessco.com that enhanced customer engagement and increased traffic.

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EXPERIENCE

Director of Production Mid-Atlantic Media

// June 2018 – January 2021

- Managed creative production for multiple weekly and monthly publications, overseeing the workload across the design and editorial teams.
- Implemented project management tools to optimize creative workflows and improve on-time delivery.
- Oversaw creative budgets and vendor contracts for printing, photography, and design services.
- Directed brand visuals across publications, ensuring consistent execution.
- Coordinated cross-departmental meetings with marketing, editorial, circulation, sales, and design teams to establish clear timelines, reduce roadblocks, and optimize workflow for all ongoing projects.
- Cultivated strong relationships with external clients, printers, and stakeholders, ensuring seamless communication and satisfaction throughout the production process.

Art Director Mid-Atlantic Media

// September 2015 – June 2018

- Led visual design and layout for print and digital magazines, managing concept development through final production.
- Designed sales and marketing collateral, supporting growth and client acquisition.
- Maintained brand integrity through consistent use of typography, photography, and visual tone.
- Collaborated with print vendors to ensure that all materials met current standards, ensuring high-quality output for both digital and physical formats.

EDUCATION & CERTIFICATIONS

Bachelor of Arts // Graphic Design // University of Maryland Baltimore County

Project Management Professional (PMP) // Project Management Institute

Accessible Documents // WebAIM

Pursuing **UX Design Certificate** // Google Coursera

ADDITIONAL SKILLS

Project Management

Digital and Print Production, Resource and Time Management, Organization, Detail and Deadline-Oriented, Multi-Tasking, Workflow Optimization, Creative Briefs
Brand and Content Review

Leadership

Team Leadership and Collaboration, Communication and Presentation, Client-Relationship Management, Critical Thinking, Problem Solving, Innovation, Flexibility

Technical

Microsoft Office Suite, Google Suite, Slack, WordPress, Figma, Miro, Asana, Trello, Monday.com, Adobe Creative Suite

Design

Graphic Design, UX/UI, Digital and Print Production, Content Creation, Prototypes, User Research, User Interaction, Typography