

# Jennifer Perkins-Frantz

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## PROFESSIONAL SUMMARY OF STRENGTHS

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PMP-certified project manager with over 10 years of experience leading creative and marketing initiatives, combining organizational skills with hands-on art direction and design experience. Adept at guiding projects from intake to launch, scoping, budgeting, and tracking process using project management software (Asana, Wrike, Trello, etc.). Detail-oriented, highly organized, and skilled in developing workflows, allocating resources, and ensuring timely, high-quality creative output across multiple workstreams. Strong communicator with collaborative leadership style that fosters team development and stakeholder trust.

## EXPERIENCE

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**Precise Software Solutions, Inc** *Project Manager (FDA Contract, Web Content Management)* December 2023 – Present

- Cultivate strong client relationships by hosting weekly meetings to discuss campaign strategies and prioritizing content delivery, ensuring alignment with digital marketing objectives resulting in an 85% increase in client satisfaction.
- Thoroughly document meetings, recording accomplishments, decisions, and action items for all assigned work to keep stakeholders informed and ensure clear communication throughout the project lifecycle using project management software.
- Translate stakeholder feedback into actionable direction and ensure all creative meet governance standards.
- Manage, assign workloads and tasks, and mentor designers to ensure projects are on brand and 508 compliant utilizing Adobe Creative Cloud Suite to produce exceptional final products that enhance user experience.
- Create and optimize content for SharePoint, blogs, and newsletters, ensuring it is engaging, visually appealing, and strategically aligned with marketing and brand objectives.
- Measure and analyze the impact of content through performance metrics. Deliver a monthly report summarizing project design achievements, pending assignments, and the overall project status.
- Collaborated cross-functionally to restructure and redesign the company website, implementing strategic UX/UI improvements that refreshed functionality and modernized the interface.
- Actively involved in project proposals and contract infographics.

**Tessco Technologies**, *Project Manager, Strategic Marketing* February 2021 – August 2023

- Project-managed, marketed, and created high-quality, impactful creative work, aligning with the company's brand standards and value propositions to drive brand recognition and engagement. Created templates, collateral, and direct mail materials using Creative Cloud products that increased brand consistency.
- Played a pivotal role in the redesign of tessco.com that enhanced customer engagement and drove traffic. Created email templates and social media campaigns.
- Coordinated all design team activities, ensuring timely completion of project tasks and effective collaboration across departments using Trello.
- Facilitated team meetings, created status reports, and worked closely with development teams to ensure seamless execution of marketing projects, providing quality assurance verifications to maintain governance standards.
- Produced detailed creative briefs outlining the project's lifecycle from start to finish, including timelines, contingencies, and budgets, ensuring that all creative materials were delivered on time and within scope.

**Mid-Atlantic Media**, *Director of Production* June 2018 – January 2021

- Led the production of up to 24 magazines per month, including five weekly publications, ensuring all files were pre-flighted, and templates were created for efficient and consistent design execution. Ensured websites were updated daily.
- Managed budgets and adhered to timelines for publications and websites for the creative department, ensuring optimal resource allocation and timely delivery of all projects.
- Directed and mentored a team of designers and photographers, fostering a collaborative environment to ensure projects were completed on time, within budget, and to the highest standards of quality, enhancing team productivity by 65%.
- Coordinated cross-departmental meetings with marketing, editorial, circulation, sales, and design teams to establish clear timelines 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.

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## Mid-Atlantic Media, *Art Director*

September 2015 – June 2018

- Spearheaded the design and production of Baltimore's Child Magazine and Baltimore Jewish Times, overseeing both print and digital design projects from concept to completion.
- Successfully managed the design of print ads, direct mail, web ads, and digital banners, working closely with marketing and advertising representatives to ensure designs aligned with brand vision and met client expectations.
- Developed impactful sales and marketing materials that effectively communicated brand messaging and attracted new clients.
- Collaborated with print vendors to ensure that all materials met current standards, ensuring high-quality output for both digital and physical formats.

## Baltimore's Child, *Art Director*

January 2001 – September 2015

- Solely responsible for the design, layout, and production of Baltimore's Child Magazine, managing all aspects of the publication's visual identity.
- Led the design and execution of print, direct mail, web, and social media advertising, ensuring consistency across all platforms and maintaining a strong, recognizable brand presence.
- Managed the print production process, overseeing quality control and ensuring all materials adhered to industry standards and were delivered on time.

## EDUCATION

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*Bachelor of Arts in Graphic Design*, University of Maryland Baltimore County

## CERTIFICATION

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*Project Management Professional (PMP)*, Project Management Institute

## ADDITIONAL SKILLS

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| • Communication and Presentation    | • Project Management Software (Wrike, Asana, Trello, Monday.com) |
| • Team Leadership and Collaboration | • Creative Briefs  |
| • Critical Thinking                 | • Adobe Creative Suite   |
| • Problem Solving                   | • Microsoft Office Suite   |
| • Client-Relationship Management    | • Google Suite   |
| • Organization                      | • WordPress  |
| • Detail and Deadline-Oriented      | • Content Creation   |
| • Multi-Tasking                     | • Digital Asset Management                                       |
| • Innovation                        | • Figma  |
| • Flexibility                       | • Miro   |
| • Workflow Optimization             |  |