

# Jenine Kopko

Visual Information Specialist

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## Education

**Bachelor of Fine Arts in Graphic Design at College for Creative Studies, Detroit, MI**

Aug 2018 - May 2022

Relevant Coursework: Graphic Design Principles, Typography, Web Design, Digital Illustration, Photography, Branding and Identity, User Experience Design, Motion Graphics, Package Design, and Design History.

## Links

[linkedin.com/in/jeninekopko](https://www.linkedin.com/in/jeninekopko)

## Skills

Photoshop

Illustrator

InDesign

SketchUp

AutoCAD

Lightroom

Premiere Pro

## Languages

English

Italian

## Hobbies

Graphic design

## Profile

Dedicated Visual Information Specialist with 1 year of experience in creating compelling visual content for diverse projects. Skilled in graphic design, data visualization, and multimedia production, with a keen eye for detail and aesthetic appeal. Proficient in Adobe Creative Suite and committed to delivering high-quality results while meeting tight deadlines. Adept at collaborating with cross-functional teams and interpreting client needs to effectively communicate complex ideas through engaging visuals.

## Employment History

### Visual Information Specialist at VisiCom Services, MI

Feb 2023 - Present

- Successfully designed and implemented over 50 visually engaging marketing campaigns for clients, resulting in a 35% increase in customer engagement and a 20% boost in sales.
- Streamlined and optimized the company's internal visual communication processes, reducing project turnaround time by 25% and increasing overall team efficiency by 15%.
- Developed and conducted comprehensive training programs on visual design principles and software tools for 30+ employees, leading to a 40% improvement in the quality of visual assets produced by the team.
- Played a key role in securing 10 high-value contracts by creating persuasive visual presentations, contributing to a 30% increase in annual revenue for VisiCom Services.

### Associate Visual Information Specialist at Bluewater Technologies, MI

Jul 2022 - Jan 2023

- Successfully designed and executed over 50 visually engaging marketing campaigns for Bluewater Technologies' clients in a single year, resulting in a 20% increase in client satisfaction ratings.
- Streamlined the visual content creation process by implementing new design software and techniques, reducing project turnaround time by 30% and increasing team productivity by 15%.
- Collaborated with the sales team to create persuasive pitch decks and visual materials that helped secure 10 new high-value clients, contributing to a 25% growth in annual revenue for the company.
- Led a team of junior designers in the successful completion of a major rebranding project for a prominent client, which resulted in a 35% increase in brand awareness and a 10% uptick in sales for the client within six months.

## Certificates

### Certified Graphic Designer (CGD)

Aug 2021

### Adobe Certified Expert (ACE)

Nov 2019