



**JANINE  
WENTZ**

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## SUMMARY

Creative Director who leverages excellent communication, interpersonal and management skills to surpass brand goals and client expectations. Adept at mentoring a creative team and managing heavy workloads while focusing on creative and strategic solutions for print and digital applications.

## SKILLS

- Critical thinking and creative concepts
- Design and layout for print and digital mediums
- Impactful new business and client presentations
- Experienced photo/illustration/video art direction
- Manage and collaborate with creative team, freelance staff and external partners
- Project estimation and budget management
- Advanced knowledge of the Adobe CCS and Microsoft Word, PowerPoint, Excel

## ACCOMPLISHMENTS

- Launched a new product advertising campaign to consumers and professionals that resulted in 1 million in sales in less than a year to become a market leader — encompassing brochures, direct mail, convention booth and activities, educational materials and a sales force incentive program
- Developed corporate logo and branding including style guide, stationary, sell sheets, business communication templates, and web site to drive new business with Fortune 500 companies
- Managed a multi-company creative team initiative to re-brand and invigorate an existing product with a new formulation — meeting new regulatory challenges with improved packaging, expanded online educational tool downloads, customer/community support portal and savings program
- Created annual non-for-profit fundraising campaign from yearly theme through production — including original art, invitations, print/digital ads, event program, presenter PowerPoint presentations, on-site signage and silent auction gift wrap to increase donor attendance and contributions by 20%
- Collaborated with author and illustrator to develop, design and produce a series of children's books to generate awareness and education about autism in young readers

## WORK HISTORY

<b>SPARK HEALTH LLC.</b> , Woodbridge, NJ (2016-2017)	Full-time Staff
<b>GHG SUMMIT, A Part of Grey Healthcare Group</b> , Summit, NJ (2013-2016)	Full-time Staff
<b>ASD Publishing</b> , Hawthorne, NJ (2012-2016)	Consultant
<b>PEF Services LLC.</b> , West Orange, NJ (2011-2015)	Consultant
<b>American Cancer Society</b> , Cedar Knolls, NJ (2011-2013)	Consultant
<b>Vogel Farina</b> , Summit, NJ (2010-2013)	Consultant
<b>HealthEd Group</b> , Clark, NJ (2010-2012)	Consultant
<b>Echo Torre Lazur</b> , Parsippany, NJ (2011)	Consultant
<b>Pivot Healthcare Communications</b> , Parsippany, NJ (2011)	Consultant
<b>FERGUSON, A Part of CommonHealth®</b> , Parsippany, NJ (1999-2010)	Full-time Staff

## EDUCATION

**ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)** — Rochester, NY (1989)  
Bachelor of Fine Arts (BFA), Graphic Design

Complete portfolio and references furnished upon request.