

# JENNIFER ARAUJO

718.755.7025

[Jsaraujo26@gmail.com](mailto:Jsaraujo26@gmail.com)

## [Portfolio Link](#)

I'm an experienced Creative Director who specializes in directing creative work that uses powerful visuals to bring strategic ideas to life to help connect your brand to your target audience.

With over a 15+ year career, I've gained extensive experience working with prestigious media companies that have focused on a range of industries such as health, travel, finance, luxury and lifestyle. I'm a creative and strategic thinker with an outstanding ability to manage multiple priorities while delivering high-level results.

## AREAS OF EXPERTISE

- Brand Development and Management
- Photo shoots, Styling and On-set Creative Direction
- Integrated Marketing and Creative Strategies

## SKILLS

Adobe Suite, Keynote, WordPress, Ceros

## EDUCATION

BA Graphic Design;  
Hussian School of Art,  
Philadelphia, PA

## Professional Experience

Roku (New York, NY)

**Design Director—Advertising, 2020—Present**

Built and lead a team of designers for a new department that was created to up-level the on-device creative assets for advertising.

Lead the day-to-day creative direction to develop on-device assets that balance the brand and the consumer that include, but are not limited to, banner ads, microsites, pause breaks and animated ads.

Develop guidelines and create process for all new on-device ad products.

Work daily with Sr. Program Manager to prioritize the workload and develop a more efficient process for the advertising design team to work across multi-functional areas of Roku such as, Sponsorships, Account Growth Marketing, Roku User Merchandizing and The Roku Channel

**EUROMONEY INSTITUTIONAL INVESTOR\* (New York, NY)**

**Head of Creative, 2016—2020**

I led the design department for Euromoney, ensuring that communication and brand standards are met while marketing objectives are translated into clear creative strategies for all brands.

Guided my team in the execution of developing unique brand standards for all large-scale conference and event collateral including websites, staging, signage, sales + marketing materials, email and social media campaigns for all brands.

\*Formerly TheStreet Inc. which a portion was sold to Euromoney in 2019.

**WOMEN'S HEALTH MAGAZINE, RODALE PUBLICATIONS (New York, NY)**

**Creative Director, 2015—2016**

Led creative direction for branding and sales materials across print, video, digital and social media for large-scale events such as the Run 10 Feed 10 race, WH Next Fitness Star and WH Wellness Weekend and FEED Foundation Auction in the Hamptons.

Worked directly with video production, wardrobe stylists and photographers to bring print and video concepts to life through styling, story boarding, editing and graphics for the Next Fitness Star DVD.

Manage and build a creative team while cultivating an environment of mentoring and support for all designers, supporting skill development as well as marketing and design techniques.

**HEALTH MAGAZINE & HEALTH.COM, TIME INC. PUBLICATIONS (New York, NY)**

**Creative Director, 2006—2015**

Rebranded a 16+ year trusted source for women's health and wellness through the production, ideation and design of style guides, custom newsletters, integrated campaigns, category placemats.

Established unique branding for consumer events that included a night of beauty with Bobbie Brown, Wanderlust Yoga retreats and co-branded events with Cooking Light, Travel + Leisure and Money magazines

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## CONDÉ NAST BRIDAL GROUP, CONDÉ NAST PUBLICATIONS – New York, NY Art Director, 2003— 2005

Established and oversaw promotional design and sales materials for Modern Bride, Elegant Bride and Brides magazines.

Art directed and managed workload for the creative department, as well as freelancers and interns, to support timely completion of deliverables.

Collaborated with creative director to reposition a 77-year old iconic brand, improving brand engagement.

## SHAPE MAGAZINE, WEIDER PUBLICATIONS (New York, NY) Art Director, 1999 - 2003

Began as the senior designer for Shape magazine and rapidly became the Group Art Director, mentoring and managing a team responsible for all promotional materials for the entire group including Fit Pregnancy, Natural Health, Shape en Español, and Women's Fitness and Men's Fitness.