

Jenna Swanson

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Portfolio: Jenna-Swanson.com

ASSOCIATE ART DIRECTOR

Print Production • Retail Marketing • Branded Experiences • Creative Leadership

Professional Summary

Creative design leader with 20+ years of experience developing and producing high-impact marketing materials across print, retail, direct mail, digital, environmental, and promotional channels. Expertise in translating brand identities into compelling customer experiences through retail graphics, promotional materials, large-format signage, branded collateral, and integrated marketing campaigns. Proven success leading creative teams, partnering with stakeholders and vendors, maintaining brand standards, and delivering production-ready solutions from concept through execution. Currently supporting Trulieve's creative team in the development of retail, promotional, and marketing assets across multiple channels.

Core Competencies

- Art Direction
- Brand Identity Systems
- Print Production
- Retail Marketing
- Environmental Graphics
- Point-of-Sale Materials
- Large-Format Graphics
- Promotional Merchandise
- Apparel Graphics
- Direct Mail Marketing
- Creative Leadership
- Vendor Collaboration
- Production Design
- Typography & Layout
- Creative Presentations & Mockups
- Adobe Creative Suite
- Adobe Experience Manager (AEM)
- Team Leadership & Mentoring
- Quality Assurance

Technical Skills

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Acrobat Pro, XD, Adobe Express

Platforms: Adobe Experience Manager (AEM), SharePoint, Basecamp, Monday.com

Specialties: Print Production, Direct Mail, Retail Marketing, Large-Format Graphics, Presentation Design, Promotional Materials, Marketing Collateral, Quality Assurance, Production Design

Professional Experience

Freelance Studio Production Artist

Trulieve | 2026-Present

- Produce retail, promotional, educational, web, social, and large-format print assets that support Trulieve's portfolio of brands and customer experiences.
- Develop production-ready artwork while maintaining brand consistency, quality standards, and creative intent across multiple marketing channels.
- Support high-volume creative production while ensuring accuracy, visual consistency, and adherence to established brand guidelines.
- Collaborate with stakeholders to deliver engaging customer-facing brand experiences across retail and promotional touchpoints.

Senior Creative Studio Manager

Epsilon | West Chicago, IL | 2007-2026

- Led and mentored a team of 12 production artists across three time zones supporting more than 15 national consumer brands and marketing programs.
- Partnered with creative, marketing, account, and business leaders to execute integrated marketing campaigns across print, direct mail, digital, presentation, and retail channels.
- Directed creative production workflows, ensuring brand consistency, production accuracy, and on-time delivery of customer-facing materials.
- Developed scalable processes and quality-control standards that improved efficiency while maintaining creative excellence.
- Created executive presentations, visual communications, and pitch materials supporting new business opportunities and strategic initiatives.
- Collaborated with internal partners and external stakeholders to ensure successful execution of complex marketing programs and brand initiatives.
- Helped deliver award-winning campaigns through strong creative collaboration and operational leadership.
- Earned five promotions during an 18-year career, demonstrating consistent growth in leadership, creative responsibility, and business impact.

Studio Artist

G2 Design & Digital | Downers Grove, IL | 2006-2007

- Produced direct mail, email, print advertising, and promotional marketing materials for national and international clients.
- Prepared production-ready files and performed comprehensive quality reviews to ensure compliance with print and brand standards.
- Managed translated marketing materials and coordinated quality reviews for international campaigns.
- Partnered with creative teams to ensure seamless execution from concept through final production.

Graphic Designer

AlphaGraphics | Lisle/Naperville, IL | 2004-2006

- Designed brochures, promotional materials, direct mail campaigns, signage, logos, and marketing collateral for corporate and consumer clients.
- Worked directly with clients to develop creative solutions aligned with brand goals and business objectives.
- Managed projects from concept development through print production while maintaining exceptional quality and service standards.

Graphic Designer

Sourcebooks, Inc. | Naperville, IL | 2002-2004

- Designed book jackets, covers, posters, catalogs, postcards, and promotional marketing materials across multiple publishing genres.
- Combined visual storytelling, typography, and brand positioning to create market-driven creative solutions.
- Managed multiple creative projects simultaneously while meeting demanding publication schedules.
- Mentored production interns and contributed to team development initiatives.

Production Artist

CFM Direct | Oakbrook Terrace, IL | 2000-2002

- Produced direct mail campaigns and marketing collateral for major national accounts.
- Collaborated with creative teams to execute advertising materials while maintaining quality, consistency, and production readiness.

Artist

Sun Publications | Naperville, IL | 1998-2000

- Designed print advertising and promotional materials for local and national businesses.
 - Served as lead designer for two weekly newspapers, managing multiple deadlines and maintaining creative standards.
 - Promoted into a newly created role based on strong creative performance and leadership potential.
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Selected Achievements

- 20+ years designing and producing print, promotional, direct mail, retail, and marketing communications.
 - Led a distributed creative team supporting 15+ national brands and marketing programs.
 - Contributed to award-winning campaigns through creative collaboration, quality leadership, and operational excellence.
 - Earned five promotions during an 18-year tenure at Epsilon.
 - Extensive experience preparing production-ready files and ensuring adherence to brand and print specifications.
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Education

Bachelor of Arts, Visual Communication

Minor in Journalism

Northern Illinois University | 1994-1997