

Jane Puttanniah

COMMUNICATIONS SPECIALIST/ ART DIRECTION / MARKETING

Seeking an opportunity to employ my background in communications, art direction and graphic design within a dynamic setting to elevate overall reach



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EMPLOYMENT

- 2012-Current **SENIOR ASSOCIATE ART DIRECTOR**
Development Marketing & Communications at Penn

Executes and directs the development of a diverse array of leadership publications, websites, and collateral materials. Establishes and maintains brand standards for DAR's graphic identity; including the creation and implementation of logos, infographics, invitations, case statements, newsletters, websites, and mobile experiences. Creates artwork and prepares asset for both CMS and html web interfaces. Oversees department photoshoots. Utilizes analytics to make informed decisions. Has overseen brand management through major university transitions and capital campaign environments.
- 2008-2012 **ASSOCIATE ART DIRECTOR**
Development & Alumni Relations, Programs & Special Events at Penn

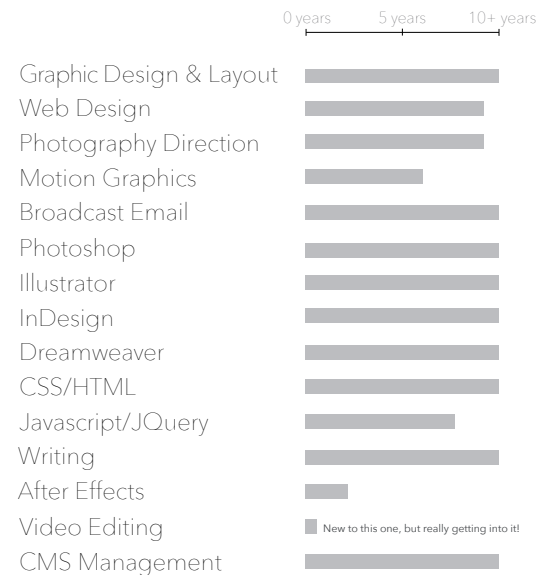
Implemented and designed stage set-ups for touring events, much of which is still in use. Designed event graphics, logos, and invitations for key development and alumni relations programs.
- 2006-2008 **ASSISTANT DIRECTOR**
Development & Alumni Relations, Programs & Special Events at Penn

Planned reunion, engagement and development events. Produced staging materials for travel events, designed marketing materials, promotional items, invitations, design and management of all signage production, supervised all graphic elements for Programs & Special Events. Led marketing plan and designed most collateral pieces for the campaign kick-off celebration.

EDUCATION

- 2017 **DIGITAL MARKETING CERTIFICATE**
The Wharton School
University of Pennsylvania
- 2001-2004 **HISTORY OF ART, BA**
School of Arts & Sciences
University of Pennsylvania
- 1997-1999 **APPAREL & TEXTILE DESIGN, BFA**
Shannon Rodgers & Jerry Silverman School of Fashion Design & Merchandising
Kent State University

PROFESSIONAL SKILLS



PERSONAL SKILLS

Creativity
Organization
Communication
Team Player
Self-Starter

FREELANCE PROJECTS

- CURRENT **Social Invitations**
Various Clients
Creates various wedding, shower (bridal and baby), and anniversary party invitations for clients upon request.

- CURRENT **Contributing Writer**
MommyNearest.com
Written pieces and photography/graphics to support their Philadelphia vertical.
<https://www.mommynearest.com/edition/philadelphia/article/these-philly-photographers-will-help-you-get-the-perfect-photo>

- 2015 **Alumni Magazine Layout; Gala logo and Invitation Package; Event Program**
Cabrini College
Created the layout for their Winter/Spring Issue, including Illustrated cover art.

Created a logo and brand guidelines for their Gala as well as a graphic for an award that falls under the umbrella brand of the event. Also designed and managed production of the invitation and coordinating event program.

- 2013 **Logo and Brand Identity**
SWS Mountain Guides, California Mountain Guides
Created a logo and initial brand identity to help them package their idea to help get it off the ground. They are currently using this logo and graphic guideline to help shop their idea around to different parts of the national park service.

- 2013 **Logo; Website; Collateral Marketing Materials**
My Heartmap Challenge, Dr. Raina Merchant
Perelman School of Medicine, University of Pennsylvania
Designed and developed the logo, website, and marketing materials, along with a marketing strategy for a contest through the Perelman School of Medicine to identify AEDs throughout the city of Philadelphia. I was a key member of the leadership team and worked with a third party company to design the mobile app used throughout the contest. Our work, led by Dr. Raina Merchant, recieved a wealth of media coverage including mention in *Wired Magazine*, *6ABC*, *CBS*, *Newsworks*, *The Economist*, *Be Well Philly*, and *The Philadelphia Inquirer*. The leadership team was also able to use the templates I created to launch a design contest occuring one year later. www.myheartmap.org

REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST