

# Christine Jenkins

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## Professional Summary

*Creative Director and Brand Strategist with 35+ years of experience leading high-impact design, marketing, and branding initiatives across a wide range of industries, most recently; luxury, logistics, and retail sectors. Proven record of managing creative teams, overseeing brand development, and delivering sophisticated visual identities and marketing strategies that drive growth and engagement.*

## Experience

### **PRODUCTION SPECIALIST, SEA GEAR CREW UNIFORMS • 2024-PRESENT**

- Produce bespoke branded apparel for luxury clients in the Super Yacht industry.
- Execute embroidery and sublimation on garments and gear, ensuring color accuracy, logo placement, and premium finish. 80% of this position is daily problem solving and pivoting my attention whenever a deadline is adjusted.
- Collaborate directly with ownership to uphold brand standards and quality excellence.

### **ASSISTANT MANAGER, FITNESS HUB ACTIVEWEAR BOUTIQUE • 2022-2023**

- Developed in-store and exterior marketing campaigns and signage that elevated visual merchandising.
- Recruited, trained and supervised key holders and staff to ensure strong customer service
- Managed daily operations, inventory audits, and online order fulfillment to drive record sales.

### **GLOBAL BRANDING MANAGER, PANGAEA LOGISTICS SOLUTIONS • 2012-2020**

- Led global brand strategy and creative execution for a publicly traded logistics company.
- Oversaw all creative: brand identity, signage, digital design, collateral, photography, video, and trade show assets.
- Partnered with C-level leadership to maintain brand consistency across international markets.
- Supported hedging operations through crude oil futures trading to offset fuel costs.

### **CREATIVE DIRECTOR, DUB WEB DESIGN & MARKETING • 2011 - 2012**

- Built custom WordPress and CMS websites and social media strategies for diverse clients.
- Directed design and marketing for a \$3M athletic complex fundraising campaign.

### **CREATIVE DIRECTOR, FRAJEELAI • 2003 - 2010**

- Designed and manufactured a proprietary line of handmade polymer clay beads and jewelry.
- Managed all aspects from brand identity, product design, exhibit space design, to global distribution to 250+ retail partners worldwide.
- Produced retail and wholesale catalogs, all marketing materials, website, and oversaw mass production in Zhuhai, China.

### **Creative Director, America House Design • 1992 - 1995**

- Curated and managed a 12-person design team producing impeccable brand and print collateral for hospitality, tourism, academia, and corporate clients.
- Spearheaded a textile design department where I designed Herman Miller contract furniture textiles licensed by Joan Fabrics, utilizing Adobe Photoshop.

### **Assistant Art Director, McGratten Wooley Design • 1991 - 1992**

- I assisted Kathryn Wooley with a wide range of projects: annual reports, hospitality signage, Rue de France mail order catalogs, real estate collateral, The America's Cup campaign, KVH maritime satellite signage and much more.

### **Graphic Designer, Chermayeff & Geismar Associates • 1988 - 1991**

- I collaborated with the Principals and fellow designers on a wide range of 2D and 3D projects, to name a few: The Ellis Island Museum exhibit design, Carnegie Hall Museum, Barneys New York, Univision, Osaka Aquarium signage, Lord & Taylor advertising, Liz Claiborne perfume packaging. I also built by hand from blueprints; 2 architectural scale models for both CitiCorp and Siemens.

*Previous employment:*

**SSC&B Lintas Worldwide**

**The McCall Pattern Company**

**Hill, Holliday, Connors & Cosmopolos**

## **Education**

Rochester Institute of Technology • BFA, Graphic Design

## **Skills**

- Visual Design, typography, brand architecture, vector Illustration, video storyboards and art direction, and offset press checks
- Brand Development, marketing strategy, content planning, problem solving
- Team leadership, presentation design, cross functional communication, critical thinking
- Photo art direction, photo editing and manipulation, information architecture, UX design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Excel, Word, PowerPoint, Mac & PC