



JENNIFER MACHA-HEBERT

STRATEGIST | DESIGNER | STORY TELLER | CREATOR

5659 Laurel Hill Lane, St. Francisville, LA 70775
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PROFILE

I am a creative thinker, strategist, art director, writer, educator, amateur photographer, triathlete, avid runner, outdoor enthusiast, lover of life, teller of stories and mom to two awesome dudes. I am also quick-witted, fun-loving, sweet with a touch of sarcasm, realistic with a smidge of optimism, and may or may not have an obsession with tacos.

SKILLS

Communication Strategy
Art Direction / Graphic Design
Visual Communication
Creative Strategy
Branding & Identity
Marketing Direction
Public Speaking
Team Leadership
Copywriting
Adobe Creative Suite
Group/Leadership Development
Project Management
Crisis Communication
Public Relations
Creative Concept Generation
Campaign Creation
Wayfinding/Signage Design
Proofreading/Editing

INVOLVEMENT

- Student advisor for CxC (Communication Across the Curriculum) students at LSU
- Judge for Annual CxC Digital Media Fest
- AdFed Member 2005-present
- AdFed Board Member 2011-2013
- Founding Member of the St. Francisville Dodgeball Committee
- Founding Member of an all women's triathlon group
- Rec League Soccer Coach
- Health + Wellness Coach
- Co-Founder of Basic Nutrition, a non-profit focused on educating youth athletes about the importance of proper nutrition

EXPERIENCE

August 2005 - Present

Communication Consultant
VARIOUS COMPANIES

RESPONSIBILITIES:

Work with clients to establish and execute effective marketing communication and design strategies.

Lead conceptual development, graphic design, copywriting, and art direction for advertising campaigns, branding campaigns, magazines, catalogues, brochures, e-marketing, direct mail pieces, packaging, and websites.

Execute editorial layouts, write editorial stories and art direct photoshoots for magazines.

Sample clients: Dell Computers, Louisiana State University, Exxon Mobil, Chef John Folse & Company, 225 Magazine, Country Roads Magazine, InRegister Magazine, The Louisiana Marathon, and Skilltype.

August 2005 - Present

Adjunct Professor
Manship School
LSU

RESPONSIBILITIES:

Teach a variety of courses focusing on communication in advertising, public relations, and design.

Structure courses to include the development, execution and presentations of professional-level work

Design courses to help students develop strong portfolios with continual reviews throughout the semester that have yielded numerous award-winning student projects as well as successful internship opportunities.

Review and mentor students to help them develop strong portfolios, resulting in award-winning projects and successful internships.

March 2016 - August 2020

Founder, Creative Director,
Marketing Strategist

FRESHJUNKIE RACING

RESPONSIBILITIES:

Created all brand standards for 13 events and created assets for those events within the brand standards while allowing for yearly evolution.

Managed the creation and production of all event assets such as emails, shirts, signage, hats, etc.

Managed the production schedule for all communication and design involved in our events.

Collaborated with photographers and videographers to capture and create content for post-event stories and marketing materials.

Managed a database of over 65K athletes in our email marketing efforts and strategically optimized outreach to that database.

Utilized digital marketing tactics to grow the business from an idea to a successful company that owns and produces 14 events across the southeast, serving over 15,000 athletes annually.

Operationalized our communication and design processes across multiple channels to maximize efforts and increase impact.



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February 2010 - January 2012 RESPONSIBILITIES:

Graphic Designer + Writer

Worked with a creative team to help establish the Love Purple Live Gold campaign that went onto become a staple of the University's brand.

UNIVERSITY RELATIONS
LSU

Established the #LPLG hashtag that was swiftly adopted by the public and is still in use today on various social media channels.

Worked with another designer to design the Love Purple Live Gold logo and the corresponding brand guidelines

Worked with a team of writers to establish the strategic meaning behind the phrase Love Purple Live Gold.

Wrote copy for and designed a large volume of content for undergraduate recruitment.

August 2006 - April 2008

Art Director/
Editorial Advisor

RESPONSIBILITIES:

Developed editorial content for each issue

LAVIE MAGAZINE

Generated story leads, wrote editorial stories and assisted in copy editing.

Responsible for all visual elements of the magazine including: concepting photographic and artistic elements for each issue, art directing photo shoots, photo selection and touch-ups, layout/design of the publication, edits, revisions, and pre-press work.

March 2005 - May 2007

Dell Technologies logo
Marketing Communication
Specialist

RESPONSIBILITIES:

Worked in collaboration with other marketing communication specialists to develop effective messaging, including the development, design, image selection and copy writing for a broad scope of communication projects, related to Dell Education Services.

DELL COMPUTERS

EDUCATION

May 2003

The University of Texas
Masters of Art,
Creative Advertising

May 2000

Louisiana State University
Bachelor of Art,
English

AWARDS

Ignition 1.0 (2021) & 2.0 (2022) Demo Day Winner
for Tech Startups

Semi-finalist in the BREW High Stakes Pitch Competition - 2022

Gold Addy Award for Addy Promotional Campaign - 2009

Addy Award Winner Spring 08 - One silver - Cover Design

Addy Award Winner Spring 07 - Two golds, Two silvers -

Cover Design & Story Layout

Women in Media Award for Creative Design, 2006 and 2007

INTERESTS

Reading // Running // Nutrition // Yoga // Hiking