

# JACK CONFREY

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## Education

**Hamilton College, Bachelor of Arts**

May 2019

Government Major and Studio Art Minor

Dean's List Fall 2016, Spring 2017, Fall 2017, Fall 2018, Spring 2019

## Work Experience

### Puma Group

*Production Artist (Contract), Boston, MA*

May 2022 - Present

Create assets for social and digital media across all Puma products and campaigns, focussing on paid media advertisements and organic social crops.

Take on special projects, such as creating Dua Lipa campaign pasteup banners for several European cities.

### Plum Direct Marketing

*Lead Graphic Designer, Dartmouth, MA*

March 2021 - May 2022

Lead a team of 4 designers across two time zones to ensure flawless completion of all materials.

Creation and management of new liaison position between design and print departments.

Administrate all online tools, including top level file organization and all client landing page domains.

*Graphic Designer*

Summer 2020 - March 2021

Facilitated Direct Mail services, from initial proof creation to final composition of variable data onto printed sheets, totalling thousands of mailers every day.

Created logos and icons, and selected images for business client websites.

### Wayfair

*Merchandising Coop, Boston, MA*

Winter 2020 - Summer 2020

Oversaw merchandising for Spa products totalling in over \$12 million in revenue per year.

Utilized SQL, Excel and internal tools to analyze large data sets and make creative site changes based on customer patterns.

### Hamilton College Communications Department

*College Publications Assistant, Clinton, NY*

Summer 2018 - Summer 2019

Created and assisted with designing digital and print assets for the College.

Designed and illustrated door hanger for the Admissions Office sent to 25,000 prospective students.

Produced illustrations in the newly designed Hamilton Magazine.

Created animations and assisted with strategy for social media.

## Skills and Other Experience

Adobe Creative Suite

Production Design

Print Layout & mass print design

Database management

Basic HTML & UI Design

Microsoft Excel/Office

Photography/DSLR

Basic Animation

Social Media Management

### Freelance Graphic Design and Illustration

Create book layouts, posters, illustrations, and ad campaigns for a variety of clients, including:

**The City of Boston** - Billboard and social media campaign to promote recycling, collaborating with The Boston Red Sox.

**Williams College** - Creation of branded layout design for 7 short books celebrating retired professors, presented by the Alumni office.

**Biddeford-Saco Chamber of Commerce** - Creation of promotional poster featuring attractions and landmarks of the towns.