

*jennifer yoczik* | Art Director

(714) 356-9285

jenny@breakthru designstudio.com  
[breakthru designstudio.com](http://breakthru designstudio.com)

## EXPERIENCE:

### Northten Inc., Lake Forest, CA.

#### Senior Art Director (Sept. 2008 - Pres.)

Advertising & Promotion agency providing high-quality services for restaurant and healthcare companies on both local and national levels.

- POP Kits, Menus, Direct Mail, eBlasts, Environmental Graphics & Truck Wraps
- Art Direct Photo Shoots
- Guerilla Marketing
- Fast Pace Environment with a High Level of Responsibility

### BREAKTHRU design studio, Huntington Beach, CA.

#### Freelance Art Director/Graphic Designer (July 2003 - Pres.)

Owner and operator of freelance design firm that provides a wide variety of creative services.

- Brand Identity & Development, Website Design, Editorial Layouts, Print & Web Ads, eNewsletters & Custom Invitations
- Coordinate & Art Direct Photo Shoots
- Manage Print Vendors for Various Clients

### Ambassadors International, Newport Beach, CA.

#### Graphic Designer (Oct. 2007 - June 2008)

Established incentive trips, meetings and conferences for clients on local and national levels.

- Logos, Website Design, Promotional Mailers, eBlasts, Invitations, Signage & Onsite Materials

### Churm Media, Newport Beach, CA.

#### Art Director (Jan. 2005 - Sept. 2007)

Niche Marketing Serving Southern California.

- Designed three monthly magazines (OC Family, IE Family & Body Beautiful)
- Created Media Kits & Marketing Materials for the Sales Teams
- Created Event & Trade Show Graphics
- Coordinated & Art Directed Photo Shoots
- Actively took part in Brand Strategy

### Star Struck / Pro Teams, Bethel, CT.

#### Graphic Designer (Dec. 2003 - Sept. 2004)

Catalog and internet retailers of licensed Major League & Minor League merchandise; also produce the Official Catalog for The Mets, Orioles, Pirates & Devil Rays.

- Designed several Major League & Minor League merchandise catalogs
- Designed AT THE YARD Magazine Spreads, Collateral, Web Ads & Direct Mailers

### ESPN, Bristol, CT.

#### Graphic Artist Intern (May 2002 - Aug. 2002)

- Created ESPN NEWS & SPORTSCENTER television graphics in a fast paced environment

## EDUCATION:

### Advertising Concept Course

The Book Shop, Los Angeles, CA  
Spring & Summer Semester 2010

### BFA in Visual Communication Design & Minor in Art History - Magna Cum Laude

University of Hartford, West Hartford, CT.  
May 2003

### Study Abroad Program

Central Saint Martins College of Art & Design, London, England, U.K.  
Fall Semester, September - December 2001

*Portfolio samples & references  
available upon request.*