



jeanna goodrich balreira

writing • designing • developing

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Associate Director, Creative Communication & Editor, *Trinity Magazine*

Trinity University

JANUARY 2014 - PRESENT

Creative director for all print and digital projects for the Office of Marketing Communications, including advertisements, billboards, and all internal and external marketing campaigns and materials. Manager of four-member University website team; web content creator and editor, including writing, photography, and video. Editor and art director of bi-annual, 64-page alumni magazine.

Web Producer JUNE 2013 - JANUARY 2014

Freelance Designer & Developer

JANUARY 2008 - PRESENT

Freelance design—web, print, identity—for independent clients... including a complete start-to-finish cookbook! Customized website design with a variety of CMSs, including Wordpress and Drupal. Recently dabbling in data representation and infographics. Avid reader and researcher; lover of personal projects.

Senior Marketing Coordinator

Lake|Flato Architects

APRIL - SEPTEMBER 2012

Proposal writer, editor, and graphic designer for nationally recognized architectural design firm. Developed and managed an open-access contact database to link consultants, clients, and designers throughout different projects and processes. Implemented and trained architects on project management software to keep proposal submissions more organized and error-free.

Graphic Designer

St. Mary's University

AUGUST 2010 - APRIL 2012

Designer for all print and digital communications in the Office of University Communications, including advertisements, marketing materials, President's correspondence, and online graphics for University website and affiliated blogs. Cover-to-cover designer of tri-annual alumni magazine, including web updates; contributing writer. Design and code of University's monthly e-newsletter; designed five other e-newsletters for the colleges. Staff photographer.

Associate Publisher

Schooley Media Ventures

MARCH 2009 - AUGUST 2010

Account management and design of over 100 advertisements per month for four different magazines in the Texas Hill Country; consequently became an expert with typography and with customer service, noting they usually do not go hand-in-hand. Wrote and designed five to eight feature and lifestyle articles monthly. Designed and maintained five separate websites, each updated one to three times per month with digital flipbooks, archives, and advertiser databases. Photography for feature articles and architectural spreads.

education

Bachelor of Arts **English**

2008: TRINITY UNIVERSITY

Cum laude, with departmental honors.

Minors in German and Comparative Literature.



Geeky

Advanced HTML and CSS; intermediate jQuery, JavaScript; beginning php and xampp stack; intermediate ANSI C, R, Processing, Java, Scala; beginning MATLAB, LaTeX.

Creative

Advanced Adobe InDesign, Photoshop, Dreamweaver and Illustrator; advanced Microsoft Office; advanced AP Style.

Conversational

Fluent in German, member of the San Antonio Beethoven Damenchor; basic Spanish. Occasionally good joke teller.