



# Jenna Friedrich

## EDUCATION

Texas A&M University

BS Agricultural Communications & Journalism

Jenna is a commercial photographer and brand designer based in Leander, TX. She has 12+ years of experience in the photography and design space with a background in photojournalism, commercial real estate and working directly with brands as the founder and creative director of Dox & co.

### SKILLS

- Adobe Creative Suite
  - *Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro & Bridge*
- Product photography
- Commercial photography
- Portrait photography
- Photo editing (*including retouching & photo restoration*)
- Brand design (*logos, color palette, etc.*)
- Ongoing design support (*newsletters, presentations, social graphics, etc.*)

### DOX & CO. LLC - *Founder/Creative Director*.....2017- present

- Specializes in commercial photography and brand design for growth-stage businesses.
- Strong attention to detail and strategic thinking to understand and meet the goals of the project.
- Skilled in conceptualizing and executing photo shoots, managing lighting, composition and post-processing techniques to capture captivating and visually engaging images.
- In-depth knowledge of industry trends and a keen eye for aesthetics, ensuring the ability to create visually appealing and on-trend designs that resonate with target audiences.
- Demonstrated expertise in freelance photography and graphic design, with a strong portfolio showcasing diverse skills and creative vision

### FORMER EMPLOYMENT HISTORY

#### Midway.....2014- 2017

*Marketing associate*

- Skilled in crafting persuasive copy writing for various marketing collateral, including brochures, advertisements, and online listings, ensuring consistent messaging and brand positioning.
- Strong project management skills, overseeing end-to-end marketing campaigns from concept development to execution, ensuring timely delivery and alignment with marketing objectives.
- Proven work ethic and likability by being brought back as an intern three times earning a full-time position upon graduation.

#### The Association of Former Students.....2014- 2015

*Graphic design student assistant & photographer*

- Capture and document events, including the annual Distinguished Alumni Gala, Football games, and various former student events, through photography. Skillfully edit and organize photos

#### The Battalion Newspaper.....2012- 2014

*Photo chief & lead page designer*

- Led a team of photographers and designers in capturing and producing high-quality visuals for the university newspaper, ensuring consistent visual storytelling and engaging layouts.

### ORGANIZATIONS

#### Circles Conference - *Director of volunteers*.....2015- present

- Maintains close relationships with industry leading professionals and up and comers in the creative workspace nationwide.