



# JESSE WULFMAN

jessewulfman.com  
jessewulfman@gmail.com  
+64 27 290 0768

## EDUCATION

**University of Wisconsin-Madison**  
Madison, WI  
Aug 2017-May 2019

BFA- Graphic Design  
GPA: 3.91  
Dean's List Student  
Graduated with Honors  
AIGA Member

**Chapman University**  
Orange, CA  
2015-2017

Graphic Design major,  
transferred after  
second year

## EXPERIENCE

**Freelance Graphic Designer & Marketing Specialist,** Wulfman Creative  
Remote – May 2019-present

Work with a variety of clients on projects ranging from logos and branding, digital illustration, packaging, web design, product photography, marketing campaigns and more. Manage multiple projects simultaneously and remotely, following client deadlines. Work collaboratively with individual clients and companies in a variety of styles, mediums and budgets to create successful and thoughtful designs.

**Social Media Coordinator and Copywriting Specialist,** Stowe Cider  
Stowe, VT – April 2021-March 2022

Managed all social accounts, including photography and videography, content creation, copywriting, and all communication with customers. Developed and implemented campaigns for all new product launches and collaborations. Managed PR list, campaign advertising, and the distribution of product samples to the media. Composed a weekly newsletter to all subscribers, as well as a weekly internal company-wide email to inform all staff of releases, events, announcements, etc. Oversaw digital marketing and promotion for all live shows and events. Assisted head designer in merch, packaging, poster, and advertising designs.

**Communications Intern,** UW-Madison Division of Student Life  
Madison, WI – Oct 2017-August 2019

Communications and design intern for the Center for the First Year Experience in the Division of Student Life. Managed the company Instagram and created content for social accounts. Developed new initiatives to promote office programs. Tasks included flyer, poster and data spreadsheet design, program rebranding, event photography, and logo creation and implementation. Worked remotely creating logo and apparel designs throughout Summer 2019.

**Graphic Design and Marketing Intern,** Vermont Cider Company  
Middlebury, VT – May 2018-Sep 2018

Paid intern at Vermont Cider Company, owner of Woodchuck Hard Cider, working with the VP of Marketing to develop advertising and marketing content for the company's 6-brand portfolio. Work included: social media content creation, product photography, package design, web design, digital ad design, and more. Developed skills in digital marketing, consumer engagement, community outreach, brand promotion, and graphic design from a leading company in the industry.

**Head Graphic Designer,** Cut Golf Co.  
Orange, CA – 2016-2017

Solo designer and branding consultant for Cut Golf Co., a startup golf brand. Developed the company's brand identity as the sole graphic designer for the company. Design work included: logo design, website design, merchandise & package designs, and working with manufacturers.

## SOFTWARE SKILLS

- Illustrator
- Photoshop
- InDesign
- Lightroom
- After Effects
- Premiere
- XD
- SketchUp
- Mac and PC

## DESIGN AND ART SKILLS

- Digital Marketing
- Social Media Management
- Merch & Apparel Design
- Branding
- Photography & Videography
- Digital Illustration
- Web & Digital Design
- Book Design & Binding
- Printmaking

## PERSONAL STRENGTHS

- Collaborative
- Excellent time management
- Detail-oriented
- Creative problem solving
- Self-motivated
- Positive & passionate
- Supportive leadership
- Personable & lively