



EXPERIENCE

Social Media Coordinator and Copywriting Specialist, Stowe Cider
Stowe, VT – April 2021-present

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

Freelance Graphic Designer, Wulfman Creative
Burlington, VT – May 2019-present

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

Graphic Design 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. Assisted in packaging and promotional asset design for the launch of a new product line. Work included: social media content creation, product photography, package design, web design, signage design for company events and festivals, digital ad design, and more. Developed skills in customer service, advertising, community outreach, consumer engagement, brand promotion, strategic marketing 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

- Branding
- Photography & Videography
- Social Media Management
- Package Design
- Typography
- Web & Digital Design
- Marketing Collateral
- Book Design & Binding
- Vector Illustration
- Printmaking

PERSONAL STRENGTHS

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

JESSE WULFMAN
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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