

# jen hopkins

I am a Richmond-based media specialist with years of experience crafting impactful content that pairs creativity and skillful design with meaningful messaging.



## ABOUT



## EXPERIENCE

### Director of Website & Media, Stony Point Church, Richmond, 2019 - present

Responsible for: managing and maintaining communication channels, including website (Wordpress), video channel (YouTube), weekly email campaign (MailChimp), weekly podcast (Anchor), Facebook, and large format video display; designing and producing digital and printed content and marketing materials (posters, advertisements, banners, slides, brochures, postcards, logos); creating registration forms for events (Wufoo); monitoring website and social media analytics.

### Freelance Graphic Designer, Richmond, 2004 - 2019

Worked with clients to design and produce advertisements, brochures, posters, postcards, presentation graphics, newsletters, logos, business cards, etc.

### Media Specialist, First Baptist Church, Richmond, 2000 - 2004

Designed and edited the weekly printed newsletter (editing and writing content, collecting and creating artwork, designing the layout, and coordinating production). Designed other promotional materials (brochures, newsletter inserts, advertisements). Maintained the church website and assisted with the production of the weekly televised church service. Met strict weekly deadlines.

### Teacher, Los Angeles Christian School, 1994 - 1997

Taught third grade at a non-profit school in south-central Los Angeles.

## EDUCATION

Westmont College 1992, Bachelor of Arts, liberal studies

Western Washington University 1994, Master of Arts, education

interpersonal skills	media skills	technical skills
self starter	print   digital design	Adobe Creative Cloud
dedicated team member	branding   social media	Google Workspace
detail + vision oriented	editing   copy writing	Microsoft Office
creative   intuitive	content curation	Wordpress   YouTube
passionate learner	website layout	Anchor   Spotify
friendly   easygoing	email marketing	Mailchimp   Wufoo
determined   steadfast	audio   video   photo editing	Trello   Quickbooks