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# 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

self starter  
dedicated team member  
detail + vision oriented  
creative | intuitive  
passionate learner  
friendly | easygoing  
determined | steadfast

### media skills

print | digital design  
branding | social media  
editing | copy writing  
content curation  
website layout  
email marketing  
audio | video | photo editing

### technical skills

Adobe Creative Cloud  
Google Workspace  
Microsoft Office  
Wordpress | YouTube  
Anchor | Spotify  
Mailchimp | Wufoo  
Trello | Quickbooks