

Jennifer Cole



Graphic Design and
Communications Professional

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PORTFOLIO

jennlynncoledesigns.com

PROFESSIONAL SKILLS

Graphic Design and Branding



Social Media Management



Team Leadership



Campaign Strategy



Training and Consultation



Customer and Vendor Relations



508-compliance standards



EDUCATION

Bachelor of Arts In Business
Administration: Marketing
2008 | Eastern Washington University

Bachelor of Fine Arts:
Graphic Design
2002 | Washington State University

PROFILE

Senior Graphic Designer and **Communications Professional**
at USDA's Farm Service Agency (FSA), Natural Resources
Conservation Service (NRCS), Risk Management Agency (RMA),
Farm, Production and Conservation Business Center (FPAC-BC).

WORK EXPERIENCE

Public Affairs Specialist

2018-PRESENT

USDA's Farm Production and Conservation Business Center

- Designed and developed print and digital products to support communications for USDA agencies.
- Managed social media content creation for six agency accounts (Twitter, Facebook, Instagram), including campaign development, analytics review, and training for State Public Affairs Specialists.
- Senior leader on a team of over ten graphic design and video experts, providing design consultation, employee training, and project coordination for agency campaigns.

Key Achievements:

- Designed graphics for many **major USDA campaigns**: Urban Ag, The People's Garden, Climate Smart Commodities, and The Inflation Reduction Act (IRA).
- Created a multi-faceted visual campaign for the **Partnerships for Climate Smart Commodities program** including posters, infographics, social media messaging and graphics, and an ESRI StoryMap. Featured prominently at the UN Conference on Climate Change.
- Produced **RMA's productivity infographic**, praised for clarity and creativity in communicating complex data at major leadership conference and to Congress.
- Led the development of the **FPAC-BC Style Guide**, providing national and regional branding support and training for design and video projects to a group of over 75 colleagues.

VOLUNTEERING

GRAPHIC DESIGNER AND COMMUNICATION COORDINATION 2025-PRESENT

Growing Neighbors, non-profit
community organization.

GRAPHIC DESIGNER AND COMMUNICATION COORDINATION 2024-PRESENT

Spokane Indivisible / We Have the
Power Movement, non-profit
community organization.

VISUAL COMMUNICATIONS CHAIR AND BOARD MEMBER

2012 - 2015

Spokane Marcomm Association,
non-profit marketing organization.

AWARDS

SILVER ANVIL: 2017
Public Relations Society
of America

SPARK EXCELLENCE AWARDS:
2010-2013, TEN IN TOTAL
Spokane Marcomm Association

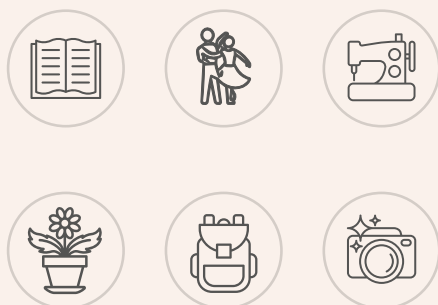
REFERENCES

Ron Nichols
Owner, Ron Nichols
Communications
ronnichols.author@gmail.com

Spencer Miller
Retired, USDA FPAC-BC
ragtmop@gmail.com

Sherre Copeland
Retired, US Forest Service
sherre.copeland@gmail.com

INTERESTS



WORK EXPERIENCE CONTINUED

Freelance Graphic Designer 2025 - PRESENT VTM Group

- Freelance graphic designer focusing on quarterly conference materials including digital and social media graphics, printed program materials and conference signage.

Public Affairs Specialist 2010 - 2018 Natural Resources Conservation Service

- Designed visually engaging graphics to support conservation technologies and methods, creating print and digital materials for internal and external stakeholders.
- Managed external communications, including crisis messaging, press releases, op-eds, social media campaigns, and website content.
- Served as NRCS-WA webmaster, designing and maintaining the state website with updated policies and engaging content.
- Led policy and program material development, ensuring clear communication to stakeholders and the public.
- Coordinated print projects from concept to delivery, including bidding and press checks.

Key Achievements:

- Assumed leadership role as Acting Public Affairs Officer duties, drafting press releases, presentations, and talking points for state and national audiences.
- Acted as a graphic design subject matter expert, contributing to campaigns like **Unlock the Secrets in the Soil, Farm Bill 2014**, and **NRCS Organics**.
- Designed web landing pages for Gulf of Mexico Restoration, Small Farmers, and National Drought initiatives.

Graphic Designer 2006 - 2010 People to People Ambassador Programs

- Designed and executed creative marketing campaigns within tight deadlines and budget constraints.
- Managed graphic design projects from concept to delivery, including bidding, press checks, and vendor coordination.
- Developed sales and marketing plans for upper management, contributing to lead generation and cost efficiency.

Key Achievements:

- Created marketing materials that generated over 150,000 new leads for on-site sales staff.
- Reduced print and mailing costs by 30% through innovative direct mail designs.
- Negotiated with vendors, cutting printing costs by 50%.