

# Janie Kempf



## Work Experience

### Meier's Creek Brewing Company & Feldmeier Equipment

Syracuse, NY  
Nov 2023 – Present

#### Marketing Manager

- Manage the social media platforms for Meier's Creek and Feldmeier, including Instagram, Facebook, LinkedIn, X, and TikTok
- Collaborate with internal departments and external vendors across both companies to carry out events and campaigns
- Maintain an organized inventory of branded print and digital materials while coordinating and executing new content creation

### Janie Kempf Photography

Self-employed  
Aug 2021 – Present

#### Professional Photographer

- Communicate with clients to establish photoshoot expectations from both parties
- Shoot and edit photo and video content for: event, product, portrait, fashion, wedding, landscape, food, theatre, sport

### Elmira College Communications & Marketing

Elmira, NY  
Aug 2021 – Jun 2023

#### Creative Content Coordinator

- Developed, produced, and managed all print and digital marketing materials, with a special focus on Enrollment Management and Institutional Advancement
- Utilized graphic design, layout, web design, photography, and videography skills to create content elements in print and digital mediums
- Managed multiple projects independently and with a high degree of accuracy and clarity

### Elmira College Athletics Department

Elmira, NY  
Aug 2021 – Jun 2023

#### Assistant Field Hockey Coach

- Facilitated team and individual training sessions to ensure effective progress
- Assisted with the recruitment of student-athletes for upcoming seasons
- Organized travel arrangements including transport, accommodation, and meals
- Carried out necessary head coaching duties while hiring and introducing a new head coach

### INFICON

Syracuse, NY  
Jun 2020 – Aug 2020

#### Graphic Design Intern

- Worked remotely in collaboration with the Senior Graphic Designer
- Responsible for the redesign of over 20 product brochures and the drafting of various flyers, newsletters, and graphics while maintaining branding standards
- Utilized the Adobe Creative Cloud Suite including Photoshop, Illustrator, and InDesign
- Worked with a highly technical team of engineers to create a new software logo

## Education

### California Institute of the Arts

Completed: May 2024

#### Specialization in Graphic Design

- Relevant Courses: Fundamentals of Graphic Design, Introduction to Typography, Introduction to Imagemaking, History of Graphic Design, Brand New Brand

### Elmira College

Elmira, NY  
Graduated: June 2023

#### Master of Science in General Management

- Relevant Courses: Marketing Management, Leadership, Planning & Project Management
- GPA: 4.000/4.000

### Elmira College

Elmira, NY  
Graduated: June 2021

#### Bachelor of Science in Business Administration

- Concentration in Marketing, Minor in Art
- GPA: 3.902/4.000

## Skills

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Professional Photography and Photo Editing

- Teamwork, Leadership
- Attention to Detail, Time Management