

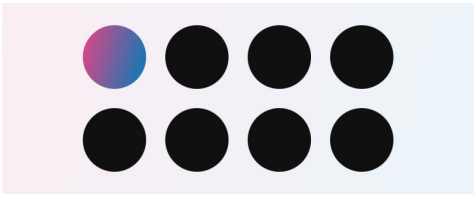
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Jenna Quatraro

CREATIVE DIRECTOR | ART DIRECTION | INTEGRATED CAMPAIGNS

Greater Chicago Area
Remote-Ready

Hey! I'll build the team, shape the brand, and improve the process.



I'm a creative leader with 15+ years of experience developing brand identities, consumer campaigns, and engaging creative across digital, social, retail, motion, and experiential marketing. I combine hands-on design expertise with creative direction and multidisciplinary team leadership.

Experience

SOURCEBOOKS | PUBLISHING

Creative Director (2022–Present)
- Built and scaled an eight-person creative studio supporting seven departments and approximately 4,000 annual requests.
- Develop campaign concepts, visual identities, and creative executions from initial strategy through production.
- Developed consumer campaigns that strengthened retailer partnerships and expanded in-store promotional opportunities.

Senior Marketing Design Manager (2020–2022)
- Led multidisciplinary design across consumer campaigns, retail marketing, and digital promotions.
- Guided designers and collaborated with marketing teams on campaign concepts and execution.

Marketing Design Manager (2016–2020)
- Directed creative development for marketing campaigns, retail promotions, and brand initiatives.
- Managed design quality, creative production, and cross-functional collaboration.

Senior Graphic Designer (2013–2016)
- Concepted and designed digital campaigns, retail displays, catalogs, and promotional creative.

PANASONIC | HEALTHCARE

Graphic Design & Marketing Systems Coordinator (2012–2013)
- Developed B2B product marketing and brand communications.

DISCOVERY COMMUNICATIONS | MEDIA

Creative Marketing Coordinator (2011–2012)
- Created digital and print assets for network marketing campaigns.

THE LOWE GROUP | REAL ESTATE

Graphic Designer (2008–2011)
- Designed corporate and consumer branding and marketing materials.

Skills Snapshot

MANAGEMENT
8 Direct Reports •
25+ Freelancers • 100+ Vendors

CREATIVE EXPERTISE
Art Direction • Campaign Concepting • Brand Identity • Visual Storytelling • Retail & Experiential • Motion Design • Creative Leadership

SOFTWARE
Adobe Creative Cloud • Figma • Monday.com • Asana • Basecamp • Smartsheet • Frame.io • Webflow • Canva • ChatGPT • Claude • Adobe Firefly • Midjourney • Runway

Education

MBA, MARKETING
Loyola University Chicago
(2007–2008)

BBA, MARKETING
Loyola University Chicago
(2003–2007)