

jennie I. lamb

communication design professional

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WORK EXPERIENCE

creative manager (web & digital), Communications, Texas A&M's Veterinary Medicine & Biomedical Sciences (CVM/CVMBS) 2007–present

- **Communications, VetMed & BIMS title history:** *creative manager*, 2019–present; *graphic designer III*, 2018–19; *graphic designer II*, 2015–18; and *graphic designer I*, 2007–15.
- **Current Duties:** Management, development & design of multiple CVMBS web properties; consulting for social media channels, email marketing, and digital signage administration; supervision of web undergrad & graduate student workers. Develop and provide strategic design, content advice, and project management for superiors, co-workers, and clients.
- **Notable Projects:** VetMed & BIMS web properties; advertisement in *American Way & Continental* magazines; college's semi-annual magazine, *CVM Today* (2007–15, 2018) & *CVM Impact* (2016); CVM Development Initiatives One-Sheet series; the *CVM Annual Report* series (2012, 2014–19); Legends Premier Stallion Auction (2008–present); scientific figures for scholarly journal articles, teaching instruments, & research posters; reports prepared for the chancellor, board of regents, & legislature; voice-overs for videos; email marketing, invitations, & newsletter campaigns; CVM Centennial Book & social media campaign.

principal, Just a Little Laugh Productions

1998–present

- Strategic design and communication freelance and pro bono consulting for a variety of higher education, scientific research, nonprofit, independent, & small business clients.
- Projects include design & production coordination of marketing materials such as brochures; event collateral such as invitations, programs & trophies; annual reports; posters for faith-based organizations; postcards & flyers for political campaigns; infographics; & digital graphics for emails, presentations, social media, & websites.
- Notable clients include Premier Plus Pediatrics, PLLC, Hospice Brazos Valley, The Lilith Fund for Reproductive Equity, IABC International, IABC Southern Region, India Natural Gas Hydrates Project, Brazos Heritage Society, & Penwell Publishing.

- *host/producer/creative, Brazos Valley Gold, Texas A&M's KAMU-FM 90.9* 2011–2019
- *graphic specialist II & I, Integrated Ocean Drilling Program & Ocean Drilling Program, Texas A&M College of Geosciences* 1999–2007
- *production manager, West Austin News* 1998–1999
- *assistant production manager, MacDonald Communications, Inc.* 1997–1998

LEADERSHIP EXPERIENCE

- **Brazos Valley IABC**
immediate past president & acting vp finance (2020–present); president (2015–2019); president-elect (2014–15); vp finance (2013–15); chair, awards committee (2011–13)
- **IABC Southern Region**
vp administration (2021–present); vp communications (2019–21); director, silver quill awards (2017–19, 2013); member, communications committee (2016–17); graphic designer, branding & banners (2019, 2015, 2012)
- **IABC International**
member, ethics committee (2017–19); past chair, credentials committee (2018); chair, credentials committee (2017); graphic designer, 2016 annual report (2017); member, world conference program advisory committee (2016–17); member, credentials committee (2016)

AWARDS

- 2018 IABC International Chair's Award
- 2016 IABC Southern Region Communicator of the Year Award
- 2016 AAVMC Excellence in Communications Award (team member)
- 2013 Brazos Valley IABC Volunteer of the Month (November)
- 2011 Texas A&M VetMed & BIMS Staff Award
- 8 IABC Southern Region Silver Quill Awards (2010–present)
- 17 Brazos Valley IABC Bronze Quill Awards (2008–2015)

EDUCATION

the university of texas at austin bachelor of journalism in media studies 1997

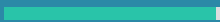

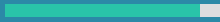
CAREER

communication design professional
workplace mindfulness advocate
speaker | guest lecturer
International Association of Business Communicators (IABC) aficionado
classic country radio enthusiast

IDENTITY

wife | stepmom | grandma | dog mom
passionate IABC volunteer leader devoted supporter of nonprofit orgs
committed social justice activist

KNOWLEDGE

print design & prepress 
email marketing 
web design & admin 
social media 
content marketing 
writing & editing 

STRENGTHS

client relations 
creativity 
project management 
leadership & strategy 
speaking & lecturing 
workplace mindfulness 

TECHNICAL SKILLS

mac OS | iOS 
adobe indesign 
adobe illustrator 
adobe photoshop 
html 
wordpress 



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ABOUT #THE JLL

I help my clients identify and implement professional, holistic, and strategic communication and design solutions to business problems in the scientific research, higher education, small business, and nonprofit spaces.

While my communication and design strengths are anchored in desktop publishing and print production, they have expanded to include digital media such as websites, email marketing, social media, and video editing. Most of my career has been in support of science in higher education. My expertise with scientific figure and data visualization allows me to help professors and researchers better illustrate key concepts. My degree is in journalism, so I'm also not afraid to work with words.

As the creative manager and a graphic designer in the communications department for Texas A&M's College of Veterinary Medicine & Biomedical Sciences, I've been responsible for the art direction and design of college magazines, a retrospective book celebrating the college's centennial, marketing and informational pieces for various programs, and high-level reports and documents for administration with target audiences including the Texas A&M Provost, President, Chancellor and Board of Regents, as well as the Texas State Legislature. Currently, I'm managing the VetMed & BIMS' portfolio of web properties and email marketing initiatives. I also supervise web development student workers and previously supervised graphic design student workers.

For almost a decade, I co-hosted, co-produced, and maintained the creative efforts for my family's weekly classic country music radio show, Brazos Valley Gold, on Texas A&M's KAMU-FM 90.9. As a freelancer, I provide print, digital, and web design and communication services for small businesses and nonprofits through my consulting business, Just a Little Laugh Productions. I regularly guest lecture in graduate classes at Texas A&M and have spoken at IABC and American Medical Writers Association conferences about visual communication. Recently, I've developed an interest in workplace mindfulness, well-being, and culture and I look forward to speaking on these topics in the future.

My involvement with IABC currently includes engagement as the Brazos Valley chapter's immediate past president and the Southern Region's vice-president of administration. My work has been recognized with multiple IABC Silver and Bronze Quill Awards at the regional and chapter levels.

In 2016, IABC Southern Region named me their *Communicator of the Year*. In 2018, Sharon Hunter, SCMP, honored me with the *IABC International Chair's Award*. Also, in 2016, I was a member of the team that received the *Excellence in Communications Award* from the American Association of Veterinary Medical Colleges (AAVMC).

I hold a Bachelor of Journalism in Media Studies degree from The University of Texas at Austin, and completed internships with KNNC-FM 107.7, KVUE-TV News, and Texas Monthly magazine during college.

I volunteer for nonprofits working to combat social injustices. I'm particularly passionate and vocal about my support of Planned Parenthood, The Lilith Fund for Reproductive Equity, and battles for reproductive justice and gender equality.

With 25+ years of experience, the work I've done—and continue to do—speaks for itself, demonstrating a wide range of knowledge, strengths, and technical skills.

My husband, Martin A. Tapia III, and I have three dogs—Logan, Bruno, and Oreo. We spend as much time with his children and grandchildren as possible. We love to travel, fish, cook, refinish furniture, and do a variety of arts-and-craft activities together.



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social media

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writing & editing

STRENGTHS

client relations

creativity

project management

leadership & strategy

speaking & lecturing

workplace mindfulness

TECHNICAL SKILLS

mac OS | iOS

adobe indesign

adobe illustrator

adobe photoshop

html

wordpress