



Jennie Rodriguez-Echevarria
Partner/Creative, Twirl Advertising & Design, LLC

Jennie has over twenty years of experience solving advertising and design challenges with flair and attention to detail. Her experience has allowed her to develop a vast array of skills within a variety of fields, including publishing and **marketing** to advertising and design ... to philanthropic work. Jennie began her career as a designer working for local Chicago design shops, moving into publication, advertising and marketing.

At **Jordon Tamraz and Caruso (JTC)**, she rose to **Associate Creative Director** of their **Corporate Communications** Division. While there, Jennie managed the creative staff and worked on clients such as Fermilab, Tellabs, ComEd, Resurrection Medical Center and White Hen Pantry, where she produced advertising trade campaigns, capability & recruitment brochures, point-of-purchase and signage.

Jennie also worked as **Creative Director** at the **San Jose Group**, formerly known as, San Jose & Associates, Chicago's largest independently owned **Hispanic advertising agency**, where she further refined her skills communicating with target markets and earned awards for print & TV from Advertising Age, Hispanic Creative Advertising Awards.

As a volunteer, Jennie has served on the Board of Directors for **Christopher House**, a social service agency, where she led as Public Relations/Marketing Chair, producing newsletters, annual reports and special event materials.

Since 1999, Jennie has been working independently. She formed **Twirl Advertising & Design, LLC** and has been pursuing new challenges serving clients such as PepsiAmericas and True Value Company, while also serving small businesses and entrepreneurs. In 2006, Jennie took on a business partner, Victor Echevarria. And, 2007 Jennie & Victor married becoming a husband & wife team. Types of projects include: Branding, Ad campaigns Marketing collateral, Event/tradeshaw materials, Promotional material, E-mail marketing and Web sites.

Jennie is a native **Chicagoan** and acquired her B.A. from **Columbia College**. Recently, Jennie opened an office in **Portland**, Oregon with her husband and business partner, Victor. Her interests include: portrait photography, documentaries, cooking, traveling and spending time with family & friends.

Awards include:

2009 Summit International Creative Awards: Bronze
• Logo ReBrand/Redesign:
Des Plaines Park District

2006 Publicity Club of Chicago, Golden Trumpet Awards Chicago Department of Children & Youth Services (CYS) "Head Start: Increasing Latino Enrollment"
• Community Relations
(This project contracted by Cultural Communications with additional collaborators.)

2006 International Association of Business Communicators (IABC), The Gold Quill Excellence Awards Chicago Department of Children & Youth Services (CYS) "Head Start: Increasing Latino Enrollment"
• Multilingual Communications
(This project contracted by Cultural Communications with additional collaborators.)

2000 Transportation Marketing and Communication's Associations "Tranny" Award for Special Events.
• Yellow Freight Conference Materials: Save the date, Brochures, Stage graphics, Premiums, Booklets, Invites, etc. Theme: 281 hours into the next millennium...
(Project contracted by: ProActive Inc. Corporate Events)

1999 Hispanic Creative Advertising Awards
• American Cancer Society "Doctorcita" TV: Public Service Honorable Mention
• Dominick's "Mazorca" Newspaper Category Winner

1997 Employment Management Association (EMA)
• Fermi National Laboratory: Magazine: College Advertising Honorable Mention

1993 Employment Management Association (EMA)
• EMA Redesign Logo Contest: Nationwide Winner

twirl advertising and design, LLC

Jennie Rodriguez 773.972.7100

Victor Echevarria 772.520.5242

info@twirladvdesign.com

twirladvdesign.com