

Jennifer Burns

Director of Creative Operations | Brand Systems & Regulated Marketing

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Creative leader with 25+ years building the systems, teams, and brand infrastructure that let CPG and regulated-market companies scale without breaking. Known for doing what most creative leaders can't: running the strategy and the machine. Built EarthSafe's entire creative and operational function from a 2-person startup to a \$50M+ brand: brand architecture, packaging systems across 300+ SKUs, e-commerce infrastructure, regulatory compliance (EPA/FTC/OSHA), agency management, and conversion-focused marketing. Equally fluent in brand vision and production reality.

EXPERIENCE

Director of Creative Operations — EarthSafe Chemical Alternatives

2015 – Present

Early hire at a 2-person startup. Built the entire creative and operational function from zero as the company grew from \$1.4M to \$50M+ in revenue during the pandemic period.

- Designed and governed brand architecture, packaging systems, and visual language across 300+ SKUs of EPA-regulated cleaning and disinfectant products
- Resolved an active EPA product detention by auditing and correcting regulatory marketing claims across packaging, web, and Amazon — then built the compliance review process that prevents recurrence
- Architected full e-commerce product ecosystems on Amazon Seller Central and Shopify, including listing strategy, backend architecture, and conversion-focused marketing content
- Managed GS1/UPC infrastructure and product data integrity across the entire catalog
- Wrote and deployed strategic creative briefs, brand visual guides, and landing page conversion frameworks for new product lines including Air Logic, a dual-action odor elimination system
- Directed agency relationships, external vendors, and junior contractors while maintaining brand consistency and regulatory standards under high-volume production demands
- Wrote hospital-grade SOP documentation and institutional buyer materials translating complex regulatory requirements into practical, usable content
- Produced and directed executive communications, investor-facing content, and corporate video for global audiences
- Launched EarthSafe Pallet Hub — a bulk purchasing program for institutional buyers — including brand identity, SKU architecture, and e-commerce infrastructure

Brand & Creative Strategy Consultant — Valentine Performance Detailing

2023 – Present

Retained to build a full brand system after an outside agency failed to deliver. Independently developed brand identity, packaging system, product naming, copywriting, technical product descriptions, and photography direction for a performance auto-detailing product line.

Art & Production Director — Kart Management / X1 Boston

2015 – 2020

- Led complete rebrand of F1 Boston to X1 Boston — including websites, print, promotions, internal communications, and indoor/outdoor facility structures; resulting in a 45% increase in leads the following year
- Managed creative production and marketing design across multiple company brands under a single parent organization
- Delivered marketing creative across B2B campaigns, events, and digital channels

Senior Graphic Designer — Wellesley Information Services

2007 – 2012

- Designed trade show and conference creative for 10–15 annual events supporting IBM and SAP product lines; traveled on-site as technical and creative support
- Owned 3 monthly SAP newsletters and 1 monthly IBM journal — managing layout, proofreading, and production through full print cycles
- Trained and mentored junior designers; built and maintained the department's graphics library
- Maintained full creative output after a 50% department layoff by expanding scope across publications, web, mobile apps, and event production

Book Layout Artist — Adams Media (F+W Media, now Simon & Schuster)

2006 – 2007

- Produced 125 books in one year; won the 2006 FW Media Creative Achievement Award
- Managed the Children's Everything® Series; coordinated photo shoots and learned Chicago Manual of Style alongside AP style from prior role

Production Director — Providence Business News

2002 – 2005

Promoted from Editorial Designer after less than a year. Inherited a broken production department and rebuilt it from the ground up.

- Redesigned advertiser standards, editorial deadlines, and proofing workflows — eliminating chronic late-night overtime and improving finished product accuracy by 35%
- Created a cross-departmental proofing system adopted by sales, editorial, and production that became a permanent operating standard
- Won Rookie of the Year; helped PBN win Best Front Page from the Rhode Island Press Association
- Sat on a Print Professionals panel in Providence; co-coordinated high-profile joint-venture events with the Rhode Island Chamber of Commerce

ADDITIONAL EXPERIENCE

Agency & Freelance Contracts (2013–2015) — Aquent/Vitamin T and The Creative Group placements across Boston and Cambridge including America's Test Kitchen (production management, books & magazines), Cambridge BioMarketing (production manager; vendor negotiations, pharma regulatory), Oxfam America, Jack Morton Worldwide, Lehman Millet (now Precision Effect), and Neighborhood Health Plan.

CORE COMPETENCIES

Creative Operations & Workflow Design • Brand Systems & Governance • Regulated Marketing (EPA/FTC/OSHA) • Packaging Systems (300+ SKUs) • E-Commerce Architecture (Amazon, Shopify, GS1) • Agency & Vendor Management • Conversion-Focused Content Strategy • Executive & Investor Communications • AI-Augmented Workflows • Cross-Functional Team Leadership

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere) • Figma • Canva • Amazon Seller Central • Shopify • GS1 • Asana • Trello • HubSpot • Google Analytics • Hotjar • Box • Slack • AI-assisted creative & copy tools

EDUCATION

Associate Degree, Visual Communications — Katherine Gibbs School, Providence, RI

Ongoing professional development in creative operations, brand strategy, regulatory compliance, and AI-enabled workflows.