



*Jennifer Urbanczyk*

# JENNIFER URBANCZYK

## Design/Marketing

I enjoy bringing out the best in a brand by telling the company's story through imagery, content and personality. I've designed retail spaces, online stores, logos, venue and product shoots and homes. My experiences have given me deep understanding of compelling design over many modalities.

I enjoy customer service, understanding their needs and goals. Working with others to make a dream project a reality is rewarding. Ultimately I love connecting with others.

## CONTACT

✉ jenniu@urbantreecompany.com

☎ (210). 394-4242

📍 1819 Waterstone Pkwy  
Boerne TX 78006

## EXPERTISE

- Visual story-telling
- Social Media Marketing
- ROI Calculations
- Product Development
- SEO
- Marketing Strategy
- Branding
- Management

## REFERENCES

Catherine Nored  
CEO |Nored Architecture  
(210) 410-2438

Shannon Kratky  
LPC, LCDC  
(210) 791-7017

## WORK EXPERIENCE

### MARKETING/DESIGN

2017 - 2023

Urban Tree Company

- Manage the company brand portfolio, including oversight of naming strategies, branding over all aspects of production
- Create furniture and hand made good designs and prototypes
- Manage woodshop team, communication goals, scheduling, timelines and quality control
- Project Manager for all custom orders

### TRIASSIC INDUSTRIES

2013 - 2017

Woodworking/Retail

- Made home goods, jewelry, designed furniture
- Worked with customers on custom order designs
- Worked retail selling goods in store and at traveling markets
- Managed woodshop, employees, scheduling and workflow

### SECOND NATURE

2010- 2012

Wilderness Field Instructor - UTAH

- Maintained Safe Environment for Teens in the wilderness
- Worked with therapists on clients goals and personalized treatment plans.
- Planned hikes, navigated through mountains and forests, practiced basic survival skills to keep kids safe in wilderness

## EDUCATION

### TX STATE UNIVERSITY

2011 - 2016

Bachelor of Fine Arts

- Honors: cum laude (GPA: 3.8/4.0)