

# ALEXIS REININGER JONKMAN

## CONTACT

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## PORTFOLIO

[www.colorwaystudiosgr.com](http://www.colorwaystudiosgr.com)

## REFERENCES

Contact information available upon request  
Tom Quinn - Cole's Quality Foods, President  
Zach Malin - Krier Foods, Sr. VP of Business Development

## PROFESSIONAL SUMMARY

*Detail-oriented creative professional with over 8 years of experience in developing and executing innovative brand strategies and creating compelling and efficient CPG packaging solutions. Proven ability to blend aesthetics with functionality to enhance brand identity and drive product success. Expertise in collaborating with cross-functional teams to deliver projects on time and within budget while maintaining high-quality standards.*

## SKILLS

- Creative Direction
- Project Management
- Packaging Design
- Branding and Identity
- Digital Marketing
- Market Research and Analysis
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Social Media Marketing

## ACHIEVEMENTS

*Spearheaded 2023 packaging design and pallet development for Cole's Club Pack Texas Toast. This unique no-touch pallet design improved efficiency for production and merchandising at the store level. This item generated \$5.25 million dollars in revenue in 2023 and continues to trend upward as our largest branded item in 2024.*

## EDUCATION

### BACHELOR OF FINE ARTS

Major: Creative Advertising  
Minors: Graphic Design, Public Relations  
Michigan State University  
East Lansing, MI  
August, 2013 – June, 2017

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR | JULY 2018-PRESENT

#### COLE'S QUALITY FOODS, INC

- Oversee all CPG packaging design, artwork changes, pre-press approvals and print quality control.
- Art direct all product photo shoots
- Lead end-to-end project management for private label packaging for customers like Walmart, Kroger, Meijer, Aldi and Gordon Food Service. This includes artwork development and review along with coordination of suppliers, internal teams, customers and third party agencies.
- Control Cole's digital presence and e-commerce branding on [www.coles.com](http://www.coles.com) and retailer websites.
- Drive social media strategy, managing all channels and content creation, including supervising Cole's Social Media Summer Intern Program.
- Develop, implement, and analyze performance of coupon campaigns.

### CONSUMER AMBASSADOR | APRIL 2018-JULY 2018

#### COLE'S QUALITY FOODS, INC

- Reported directly to Creative Director with specific focus on social media, events and customer feedback.
- Created and executed a series of surveys and market research for new item positioning, branding and package design.
- Coordinated a Cole's-sponsored summer concert to celebrate Cole's 75th Anniversary.

### PROJECT COORDINATOR | NOVEMBER 2017-APRIL 2018

#### REAGAN MARKETING + DESIGN

- Collaborated on a key concierge health care account, ensuring seamless event organization and promotional material design.
- Developed and executed content strategy to enhance brand messaging and customer engagement.
- Supported project managers on accounts in apparel and healthcare.