

Jennifer Friede

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Creative and versatile professional with extensive experience in content creation, website and social media management, and community engagement. Skilled at producing accessible, impactful digital media for diverse audiences and managing projects from concept to delivery, blending creativity and technical expertise to amplify organizational stories and reach.

EXPERIENCE

14th Street Media – Creative Director

Jun 2006 - Present

- Independent creative studio serving small businesses and nonprofits with design and digital strategy.
- Produced branded media, social content, and websites for clients including RiseHands LLC, FSDAA, American Association Basketball for the Deaf, contributing to increased community engagement and visibility.
- Designed merchandise and led print campaign production.
- Built community platforms and engagement campaigns emphasizing inclusion and visibility.
- Maintained long-term relationships with clientele through consistent quality and collaboration.

Indiana School for the Deaf, Indianapolis – Multimedia Specialist

Jan 2018 - Jun 2025

- Managed school-wide photography, video, and livestream production for events and sports.
- Directed digital presence across website and social platforms; grew social media followers by 5,000+ in first year with average reel views of 5K–45K.
- Produced inclusive materials reflecting Deaf culture and student voices.
- Supported internal communications and visual campaigns, collaborating on CEASD, Gala, Golf Outing, and fundraising initiatives.

SKILLS

Multimedia Production: Video, editing, livestreaming, storytelling

Digital Strategy: Content planning, brand development, web management

Creative Design: Flyers, social graphics, visual identity

Accessibility-Aware Communication: Inclusive media for diverse audiences

Platform Fluency: Social media, newsletters, website content

Tools & Platforms

Creative Software: Adobe Creative Cloud, Premiere Pro, After Effects, Final Cut Pro, Canva

Video & Streaming: DSLR, OBS Studio, Tricaster, CapCut

Web & Digital: HTML, CSS, MailerLite, Wix, WordPress

Comms Tools: Google Workspace, Microsoft 365, Meta Business Suite, Hootsuite, Buffer

Campaign Platforms: Meta Business Suite (organic); eager to learn Meta Ads, Google Ads

LANGUAGES

American Sign Language

- Built collaborative relationships with parents and students, fostering a supportive environment for student success.
- Hosted sports tournaments (Spike-Out, Willigan, Clerc) attracting large audiences; livestreamed events generating average revenue of \$25,000 per tournament.
- Increased ASL program attendance off-site to 80 participants per quarter.
- Implemented new fundraising strategy for PTCO Day, boosting revenue to \$11,000 from previous \$3K–\$5K averages.
- Managed website traffic averaging 500–1,000 daily visitors.

Indiana Association of the Deaf, Indianapolis - IADemy Director

Jan 2018 - Jun 2022

- Led statewide ASL learning initiative and digital outreach.
- Designed and distributed accessible outreach and enrollment materials.
- Produced IDN500 newsletter with bilingual updates in ASL and English.
- Managed email marketing and digital engagement strategy with open rates of 29%–46%, exceeding industry averages.

EDUCATION

Rochester Institute of Technology, Rochester, NY

Fine Arts - BFA May 2006

Digital Imaging & Publishing Technology - AAS May 2001

COMMUNITY & ADVOCACY PROJECTS

- Indiana Deaf Children Foundation: Developed and maintained website and social media; assisted event planning (PTCO Day, Holiday Bazaar); produced accessible videos; provided tech support.
- Indiana Association of the Deaf: Created ASL-accessible health updates and emergency COVID-19 content; supported digital strategy for advocacy campaigns; designed toolkits and branding for education funding efforts.

REFERENCES

Greg Gantt
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