



**DESIGNER. DIRECTOR.
PUBLISHER. STORYTELLER.**

I create powerful visual experiences that connect ideas, brands, and stories with the people they're meant for.



13+ YEARS EXPERIENCE

Creative leadership, design, publishing, and marketing.

65+ WEBSITES LAUNCHED

Custom websites across multiple industries and platforms.

53+ PUBLICATIONS PRODUCED

Books, graphic novels, magazines, and editorial projects.

300+ CREATIVES MANAGED

Articles, lectures, content, volunteers, and contributors.

47 CONVENTION APPEARANCES

Designed and operated booths as a creator, guest, and brand spokesperson nationwide.

7 ORIGINAL GRAPHIC NOVELS CREATED

Researched, written, illustrated, designed, and published.

TOOLS & PLATFORMS

Creative Software

Adobe Creative Cloud
Clip Studio
Canva

Web Design & UI/UX

WordPress
Elementor
WooCommerce
Shopify
Wix Studio / Harmony / Editor
Squarespace
Working knowledge of HTML5
Working knowledge of CSS3
Working knowledge of Figma

Publishing & Production

Kindle Create
Kindle Comic Creator
Apple Books / iTunes Producer
Microsoft Office
Google Workspace
Preflight & File Preparation
Wacom
Print Production
iTunes Producer
Large Format Printing
Commercial Printing
Vendor Coordination

Marketing & Analytics

Google Ads
Google Analytics
Google Search Console
Google Business Profile
Google Tag Manager
Google Looker Studio
Kickstarter
HubSpot CRM
Mailchimp
Meta Business Suite
SEMrush
Ahrefs
Zapier

Project Management & Collaboration

ClickUp
Monday.com
Slack
Zoom

EXPERIENCE

DESIGNER, CREATIVE DIRECTOR & PUBLISHER

Theory Comics LLC 2014 – Present

Colorado/Remote

- Founded and lead an independent graphic novel publishing company.
- Direct writing, illustration, design, branding, publishing, and production.
- Manage printing, distribution, inventory, sales, and fulfillment.
- Plan and execute Kickstarter campaigns, digital marketing, SEO, and social media.
- Lead convention exhibitions, retailer outreach, public speaking, and community engagement.
- Collaborate with artists, editors, scientists, educators, and industry professionals on award-winning publications.

SENIOR WEB & BRAND DESIGNER, TRAINER

Bodywork Fitness 2018 – 2026

Remote

- Founded and grew a health and fitness coaching business through its sale in 2026.
- Developed personalized fitness, nutrition, corrective exercise, and wellness programs.
- Managed branding, website development, social media, email marketing, and digital advertising.
- Developed and managed a custom client fitness app for workouts, habit tracking, education, and coaching.
- Oversaw client education, progress tracking, content creation, and business operations.

MARKETING & COMMUNICATIONS CONTRACTOR

Huerfano County Economic Development 2025 – 2026

Remote

- Supported a county-funded small business and entrepreneurship grant program.
- Developed branding, marketing, website content, and educational resources.
- Created print and digital materials to increase program awareness and engagement.
- Supported workshops, community outreach, and small business development initiatives.
- Collaborated with county staff, business owners, and community stakeholders.

JENNIFER WALKER DESIGNS

Jennifer Walker Designs 2018 – 2025

Remote

- Provided branding, web, print, and digital design for businesses, nonprofits, authors, and entrepreneurs.
- Designed websites, brand identities, marketing campaigns, publications, packaging, and promotional materials.
- Managed SEO, email marketing, digital advertising, print production, and vendor coordination.
- Led client projects from initial concept through final delivery, supporting brand growth and user experience.

MARKETING & CREATIVE COORDINATOR

Dennis Michael Malone, P.C. 2014-2018

Trinidad, CO

- Managed marketing, branding, website, social media, and advertising.
- Created trial exhibits, courtroom graphics, evidence presentations, and juror binders.
- Managed client communications, scheduling, and front office operations.
- Prepared legal documents and correspondence and supported attorneys with case management.

EDUCATION

WESTERN COLORADO UNIVERSITY

2013 Bachelor of Arts in Art Graphic Design

- Track & Field Scholarship Athlete
- Academic All-American Athlete
- Multiple Track & Field Awards & Honors
- Two-Time Art Scholarship Recipient
- Dean's List

WESTERN GOVERNORS UNIVERSITY

2026 Master of Science in Marketing Digital Marketing

- WGU Excellence Award
Marketing Communications
& Storytelling



**NATIONAL
AWARD
WINNER
2024**

**AMERICAN LEGACY
BOOK AWARD
Graphic Novel**

The Ferrokin Origin - Story, Illustration, Design

CERTIFICATIONS

HUBSPOT

- Marketing Hub Software Certification
- Inbound Marketing Certification
- Email Marketing Certification
- Social Media Marketing Certification

GOOGLE

- Google Ads Search Certification
- Foundations of Digital Marketing & E-commerce
- Attract & Engage Customers with Digital Marketing
- From Likes to Leads: Interact with Customers Online
- Think Outside the Inbox: Email Marketing
- Satisfaction Guaranteed: Develop Customer Loyalty
- Make the Sale: Build, Launch & Manage E-commerce Stores

REFERENCES

Adam M. Garcia
District Supervisor
Colorado State Patrol
Trinidad Port of Entry
719-640-6468

Dr. Col. Kathleen Putnam
Retired Army
San Antonio, TX
(210) 259-6287

Shannon Alder
Executive Director
Huerfano County Economic Development
478-213-8948
shannonsalder@gmail.com

JENNIFER
Walker
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FEATURED WORK

A selection of projects that showcase creative direction, design, publishing, and marketing across multiple industries.

[VIEW FULL PORTFOLIO](#)

[JenniferJWalker.com](https://jenniferjwalker.com)



THEORY COMICS

Creative Direction | Publishing | Branding | Product Development | Marketing

[VIEW PROJECT](#)

Independent publishing company specializing in original graphic novels and educational storytelling. Built from concept through production, marketing, and distribution.



BRANDING & STRATEGY

Brand Identity | Web | Marketing | Campaign Development

[VIEW PROJECT](#)

Selected branding and marketing work including Bodywork Fitness, Cherry Blossom Bakery, Diamond Bar, and Meals on Wheels.



FINE ART & TRADITIONAL MEDIA

Painting | Drawing | Mixed Media

[VIEW PROJECT](#)

Selected original fine art and traditional media work exploring composition, color, texture, and portraiture.

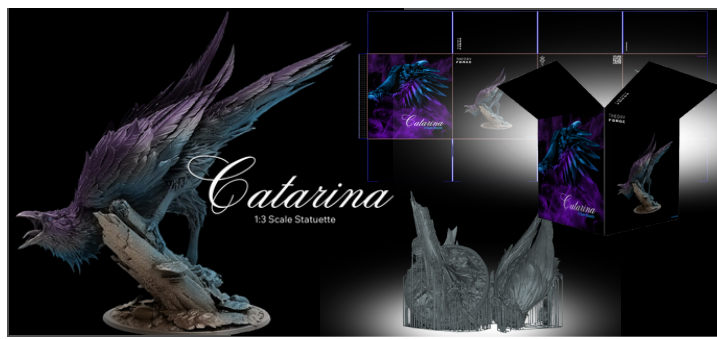


SEQUENTIAL STORYTELLING

Writing | Illustration | Visual Narrative | Character Development | Publishing

[VIEW PROJECT](#)

Award-winning graphic novel series written, illustrated, designed, and published by Jennifer Walker. Blending storytelling, science, and art to inspire and educate.



PACKAGING & PRODUCT DEVELOPMENT

Packaging | Product Design | Manufacturing | Production

[VIEW PROJECT](#)

Product and packaging development from concept and visual design through vendor coordination, manufacturing, and final production.



EDITORIAL DESIGN & PUBLICATION MANAGEMENT

Publication Design | Layout | Prepress | Production Management

[VIEW PROJECT](#)

Developed and managed the Greenhorn Valley Directory from concept through publication, including editorial design, content organization, advertising, print production, and business outreach.

CORE EXPERTISE

Concept | Strategy | Design | Production | Execution



CREATIVE
DIRECTION



VISUAL
STORYTELLING



BRAND
STRATEGY



CONCEPT
DEVELOPMENT



CROSS-
DISCIPLINARY
DESIGN



PROJECT
LEADERSHIP



PUBLICATION
MANAGEMENT



PRODUCT
DEVELOPMENT