

Jessica Claire

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| SUMMARY | <p>Creative graphic designer with expertise in marketing collateral development and product design. Creates visually appealing deliverables to underscore brand initiatives. Supports brand values, overseeing projects from concept to completion. Deadline-oriented Graphic Designer focused on overseeing all phases of projects. Successful at creating brand messages, strategies and key graphic productions. Resourceful and hardworking with know-how to produce top-notch content. Knowledgeable Graphic Designer proficient in logos, marketing materials and website design. Focused on providing complete business services to corporate clients. Inventory Control Assistant with talent for conducting POD (Planograms) and research receiving and sales history Strong knowledge of managing inventory. Communicative and team-oriented with proficiency in ASAP.</p> | | | | |
| SKILLS | <ul style="list-style-type: none">Digital GraphicsEsthetic Design PrinciplesImage ArchivingDesign MockupsCreative ThinkingProject Management AbilitiesIllustration PreparationLogo CreationDecision MakingCompany LogosPresentation PlanningInformation ResearchAdvertising FamiliarityClient RelationsWork Planning and PrioritizationDesign ResearchIllustration and DesignProblem SolvingProduction StandardsOriginality and CreativityIllustration SizingLayout DesignProblem-SolvingConcept Development | | | | |
| EXPERIENCE | <p>GRAPHIC DESIGNER 12/2019 to CURRENT</p> <p>Adidas Sparks, NV</p> <ul style="list-style-type: none">Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.Worked with customers to present mockups and collect information for adjustments.Consulted with clients to define design requirements and manage product development projects.Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.Generated digital image files for use in digital and traditional printing.Designed new, on-brand visual elements focusing on concept and messaging.Selected colors and themes while adding functionality to create new designs.Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.Created personalized portfolio designs according to rigorous client specifications.Directed advertisement, banner and signage projects from concept to final delivery.Fostered relationships with retail clients through effective communication, negotiation and collaboration.Determined marketing and design vision with clients for graphic design projects.Produced projects for advertising and informational purposes. <p>OFC SQUAD 07/2009 to 05/2018</p> <p>Coca-Cola Smyrna, GA</p> <ul style="list-style-type: none">Directed day-to-day operations by spearheading implementation of short-term and long-term strategies to achieve business plan and profitability goals.Designed performance metrics to track progress and strategic business goals.Identified areas of deficiency and performed root-cause analysis to solve problems.Resolved challenges associated with company websites, vendors and telecoms.Examined quantitative methods and techniques and approaches to optimize organizational operations and facilitate decision-making.Connected with clients and developed strategies to achieve sales and customer service goals.Defined business requirements, data models and report structures to enhance organizational efficiencies.Improved morale and management communication by creating employee recognition and rewards practices.Planned daily operational strategies, including delivery routing, team workflows and promotional initiatives.Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability.Built strong operational teams to meet process and production demands.Implemented policies and standard operating procedures and managed quality, customer service and logistics.Collaborated with subordinate managers to assess needs and optimize activities. <p>INVENTORY CONTROL ASSISTANT 05/2014 to 02/2018</p> <p>San Francisco Goodwill South San Francisco, CA</p> <ul style="list-style-type: none">Recommended improvements to management to regulate inbound load volume based on inventory requirements.Entered information into system to update status reports.Ran markdown reports, managed store replenishment and analyzed buying reports.Assessed current inventories and brought in supplies to keep stock within optimal levels for expected demands.Strengthened operational efficiencies and traceability by utilizing organizational filing systems for product placement.Managed weekly inventory and supply tracking, noting items requiring reorder.Received, checked-in and stocked merchandise throughout store, helped maintain store inventory levels and assisted with orderliness and cleanliness of sales floor and stock room.Outlined production commitments and product timetables using sales forecast information and consumer trends.Documented production information showing volume produced, Mainframe and ASAP data.Mitigated lost time by spearheading special projects through effective emergency resolution.Monitored project progress and presented status to leaders to solve productivity issues.Audited shortages of Critical Items to focus on continuous improvement and suggested methods to improve inventory usage.Performed cycle counts on daily basis to immediately spot errors and apply remedies.Moved merchandise from stockroom to sales floor when requested by Stockers.Organized and processed damaged goods according to vendor and manufacturer procedures.Transported items using equipment like forklifts and hand trucks.Improved inventory management processes to avoid markdowns.Investigated and resolved variances with inventory records.Verified pricing and computed product totals to complete detailed invoices.Analyzed shortages and reported findings to Management, focusing on continuous improvement. <p>SALES ASSOCIATE 02/2009 to 11/2010</p> <p>VIM City, STATE</p> <ul style="list-style-type: none">Built trusting relationships with customers by making personal connections.Operated cash register, collected payments and provided accurate change.Helped customers find specific products, answered questions and offered product advice.Completed daily recovery tasks to keep areas clean and neat for maximum productivity.Answered incoming telephone calls to provide store, products and services information.Arranged new merchandise with signage and appealing displays to encourage customer sales and move overstock items.Met merchandise processing standards and maintained organized and accessible work area.Assisted teammates with sales-processing tasks to meet daily sales goals.Reviewed files, recordings and other documents to obtain information to respond to requests. <p>EDUCATION AND TRAINING 06/2004</p> <p>High School Diploma</p> <p>Ebc High School For Public Service-Bushwick, Brooklyn, NY</p> <p>LANGUAGES</p> <table><tr><td>English:</td><td>Spanish:</td></tr><tr><td>Negotiated:</td><td>Negotiated:</td></tr></table> <p>ACCOMPLISHMENTS</p> <ul style="list-style-type: none">Consistently maintained high customer satisfaction ratings.Created highly effective new program that significantly impacted efficiency and improved operations.Promoted from Ops Squad to ICA, in less than 19-months. | English: | Spanish: | Negotiated: | Negotiated: |
| English: | Spanish: | | | | |
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