

Jessica Claire

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Summary

Versatile, diligent, problem solver and strategic communicator graphic designer/digital marketer with nine years of experience translating complex content into visually engaging and creative communications to be consumed by various constituents.

Skills

- Team Collaboration and Leadership
 - Project Management
 - Problem-Solving
 - Relationship Building
 - Budget Management
- Staff Training
 - Technical Proficiency
 - Reporting and Documentation
 - Verbal and Written Communication

Experience

Assistant Director of Digital Media, 09/2018 to Current

Hill+Knowlton Strategies – Ny, NY

In my role as Assistant Director of Digital Media, my job is to translate complex academic content into visually engaging and creative media that can be consumed by our students, parents, faculty, staff, and external constituents through various communications channels.

- Translate complex academic content into visually engaging and creative designs for digital and print materials such as brochures, infographics, and development materials.
- Grew consistently by 10% the school's Instagram, LinkedIn, Facebook, and Twitter channels over the last three years.
- Led the search, acquired, and implemented Sprout Social as the social media management system to obtain robust data to understand our audience and improve engagement rates.
- Co-author yearly with the Executive Director for the Advancement the school's social media strategy.
- Led the creation and implementation of the first IU School of Liberal Arts digital ad campaigns on Facebook and Instagram for different focus areas of the school.
- Worked with Digital Media Production Supervisor in the acquisition and archival structure of the school's first Digital Asset Management Storage System.
- Helped identify and integrate keywording and tagging systems into the Digital Asset Management System through Adobe Bridge to ease the starting process.
- Ideated with Web Developer and Marketing Director the design of school landing pages, directory, and research pages.
- Developed and manage the re-visioning of the student ambassador program.
- Drafted the job descriptions and hire the Digital Jag and Student ambassador coordinator.
- Planned and manage the daily tasks of two direct paid reports.
- Led the efforts with the school video producer to develop a media asset library for marketing purposes.
- Implemented initiatives to increase brand awareness and engagement with the target audience.
- Launched targeted promotions to segments of customer database to optimize response and increase circulation.

Graphics & Marketing Specialist, 04/2016 to 09/2018

Adult And Child Health – City, STATE

Led the re-branding process and created the current branding of Adult and child that exist both digitally, clinics and offices. In this role I help establish the digital footprint through social media and digital ads.

- Created Adult & Child's branding assets and established the style guide to ensure brand continuity throughout all service lines and channels of communication.
- Translated complex medical behavioral content into digestible marketing materials such as brochures infographics and supported elements for grants.
- Served as Web Master, implemented and developed the new look and style for Adult & Child websites. Consistently curated landing pages for all Adult & Child service lines while optimizing SEO.
- Developed with videographer a media asset library that included video and images for marketing purposes.
- Acquire the first company signs for different locations, manage budget, and delivery timeframe.
- Created compelling graphics to tell a visual story of the A&C mission and vision on social media.
- Served as the creative guide for all key projects pertaining to event and development.

Designer, 04/2013 to 11/2015

Site Enhancement Services – City, STATE

Successfully completed the development of 1200 brand-books per months to meet aggressive deadlines for reputable multinational companies to utilize in their re-branding efforts and construction of new sites or campuses.

- Interpreted city code and surveyor notes to developed brand-books for reputable multinational and national companies such as HP, Dell, Cricket Wireless, and Yum! Brands.
- Collaborated with project managers on specific branded sites to understand zoning regulations and design goals to complete rendering for variances.
- Manipulated survey images in CorelDraw to give a final rendering of the site with new branding to be included in the construction approval documentation.
- Recreated and manipulated large construction site plans.
- Developed shop drawings and production artwork for feature branded walls for various multinational companies.

Education and Training

Bachelor of Science: Graphic Design, 05/2011

Indiana University - Purdue University Indianapolis - Indianapolis, IN

Languages

- English:

Negotiated:
- Spanish:

Negotiated:

Activities and Honors

Communications and Marketing Chair for the Society of Hispanic Professional Engineers, Indiana Chapter.