

# Jarkko A. Haarla

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## OBJECTIVE

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Produce successful advertising, marketing and creative campaigns while building upon existing professional experience in graphic design, marketing, communications, and IT/technology.

## RELEVANT EXPERIENCE

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### **Mann Travels, Charlotte, North Carolina | 3/2016 to Present**

#### ***~Creative~***

- Create all print and digital marketing materials ensuring all deadlines are met
- Adhere to branding standards while creating visually appealing marketing materials
- Develop and maintain a phone app for Mann Travels so we could reach more potential client markets
- Develop and deploy a monthly custom digital magazine
- Create a variety of HTML emails deployed to an audience of over 20,000 recipients

#### ***~Technical~***

- Provide first response on-site technical support for software and hardware issues
- Escalate technical issues to outsourced IT partners as warranted
- Setup in-house AV equipment as needed for training and vendor presentations

### **The Wine Palette, Charlotte, North Carolina | 6/2011 to 6/2017**

- Designer and administrator for business website
- Production of printed collateral to include newspaper, magazine, postcards and other promotionals
- Organize and instruct on- and offsite events that achieve the goals of businesses and consumers
- Research and implement technology including computers, projector, credit card machine, audio system, and lighting

### **Profile Display, Charlotte, North Carolina | 3/2011 to 1/2015**

#### ***~Creative~***

- Collaborate with client and account manager to ensure all goals are met
- Adhere to branding and cultural standards while creating visually appealing custom ads in a deadline sensitive environment
- Designed graphical user interface (GUI) for consumer-friendly touch screen display

#### ***~Management~***

- Supervise artwork and specifications of staffed graphic designers through proprietary workflow tool
- Monitor production schedule to ensure departmental deadlines are met

#### ***~Technical~***

- Provide first response on-site technical support for software and hardware issues
- Escalate technical issues to outsourced IT partners as warranted

**Carolina Business Interiors**, Charlotte, North Carolina | 11/2007 to 4/2010

- Administrative assistant to top executives gathering data and preparing it for presentations
- Contributed to creating internal training curricula on various topics and assisted with training
- Assisted with various computer and technology related issues

**Freelance**, Charlotte, North Carolina | 2005 to Present

- Specialize in brand development and print & digital collateral material
- Develop websites matching client branding, utilizing content management systems
- Work with local small businesses by identifying design opportunities to stimulate business growth
- Produce effective advertising to proper target markets spanning a variety of industries

**SKILLS**

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- Extensive experience working with graphic design software including Adobe Photoshop, Illustrator, InDesign, Flash, Acrobat and more
- Comprehensive understanding of Microsoft Office in a Windows or Macintosh driven environment
- Website creation and maintenance with content management systems (Joomla!, WordPress)

**EDUCATION**

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- **UNCC Continuing Education, Charlotte, North Carolina**  
Full Stack Web Development Bootcamp - Expected Graduation: 1/2020
- **The Art Institute of Charlotte, Charlotte, North Carolina**  
Associate of Applied Science in Graphic Design, 12/2004
- **North Carolina State University, Raleigh, North Carolina**  
General education classes with an engineering emphasis, 08/1995 to 05/1997