



MARY JACOBS

Web Development & Graphic Design

EXPERIENCE

Sep 2018 - Present
**Mary Jacobs
Creative Arts**

Freelance Graphic Design & Marketing

- Design logos, illustrations , iconography, & collateral
- T-shirt & merch design
- Cohesive visual campaign strategy
- Build and organize visual assets in CMS
- CRM management of email & social marketing
- Retail & event signage

Clients: Key Log Rolling, Seward Makes, US Naval Academy Foundation, Truax Co., Private Weddings

Oct 2015 - Sep 2018
**Lakewinds Food
Co-op**

Design & Production Specialist

- Design and oversee visual content or both print and digital display
- Coordinate quotes & vendor logistics
- Set and adhere to project deadlines
- Maintain brand integrity across all channels
- Collaborate on creative projects & initiatives
- Manage web content and email audiences

Store Marketing Coordinator

- Graphic Design Assist.
- Promotions installation & communications delivery
- Event Coordinator
- Marketing Material Coordinator
- Social Media Manager

Marketing Assistant

- Manage donations database
- Support content creation & delivery
- Web Content Migration
- Distribute marketing materials
- Any tasks as assigned

Feb 2013 - July 2015
**Perfect Games
Inc.**

Graphic Designer

- Design print collateral for magazines, newspaper, and bus advertisements.
- Highlight new products, upcoming events, and seasonal specials.

Summers 2008 - 2015
**YMCA
Camp Warren**

Wilderness Guide & Youth Educator

- Leader of Counselor in Training Program - 2012
- Guide 5-10 youth day trips to Boundary Waters
- Arts & Crafts Program Director - Mgmt & Inventory
- Plan & facilitate daily activities for 100+ campers

EDUCATION

2020
University of Minnesota
Certificate in Full-Stack
Web Development

2013
Iowa State University
BA Art & Design &
BS Environmental Studies

2009
Edina High School

VOLUNTEER


YMCA Camp Warren
Board of Directors
June 2019 - Present


**Alumni Engagement
Committee**


- Sustain relationships with alumni community
- Support fundraising efforts


SKILLS


CODING


HTML-5 

CSS-3 

JavaScript 

Git 

React.js 

C++ 

GRAPHICS







Adobe CS 

Illustration 

Branding 

Print Design 

Production 

Web Mgmt 

MARKETING

Content Dev. 

Digital Marketing 

Interactive Media 

Event Coord. 

CMS Org. 

CRM 