



952. 454. 7758

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MaryJacobsCreativeArts.com

# 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