

Tracy Jones

Project Manager and Creative Communicator

Clark, PA - Email me on Indeed: [indeed.com/r/Tracy-Jones/3ba6ffbf339dd6e](https://www.indeed.com/r/Tracy-Jones/3ba6ffbf339dd6e)

Rare combination of proven creative mind, business acumen and ability to blend with Sales & Marketing resulting in development and retention of client base while applying award winning talent that deploys corporate intent into action. Lifelong learner who rapidly gains expertise in emerging communications trends as well as company markets. Versatile key contributor who models initiative, teamwork, personal commitment and industriousness for demanding organizational roles.

Intuitive Sense of Creative Design/Entrepreneurial Sales Approach/Customer Centric Mindset/Collaborative Results Oriented/Educator and Trainer/Team Player and Mentor/Relationship Builder/Role Model/Goal Oriented

Understands Role as Company Asset/Contributes to the Success of Others/B2B & B2C/Domestic & International

Organizational Development/Conceptual Visionary/Strong Process Orientation/Complete Inventory of Technical Skill Sets

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Empath Image, llc - Pittsburgh, PA - July 2014 to Present

- Graphic Designer
- Photographer
- Illustrator
- Marketing Consultant

Cohesive messaging for corporate and non-profit entities

Focused on educating the public on behalf of exceptional clients

Marketing Manager, Temporary Contract

Ajax Tocco Magnethermic, Corp. - Warren, OH - January 2013 to July 2014

- Coordinate 40+ trade show events annually, domestic and internationally budgeted at \$40K each
- Build on-line company presence: launched YouTube channel, established links with key trade organizations, databases and publications
- Curate, design, orchestrate and install 130+ photograph display at World Headquarters revitalizing employee engagement and customer confidence
- Effect 80% cost savings in printing/services with new vendor partners, creating own graphic designs and layout
- Responsible for media buys (on-line and print) as well as updating company website
- Manage expense accounts, reported expenses and secured payments for Ajax Tocco/sister companies

Production Artist

The Kroger Co., Denver Print Hub - Denver, CO - May 2012 to October 2012

- Create 40 page manual of entire production process for new and current employees expediting the training process

resulting in a stronger team contribution to attaining the annual business plan

- Build circulars, maintain standards for +10 multi-department stores, extensive versions with numerous daily deadlines
- Adapt quickly, maintain effectiveness in continually changing workflow, utilize numerous web based applications

Creative Director

Polaris Window & Door - Youngstown, OH - 2003 to 2011

- Manage up to 70 concurrent creative projects: corporate, private label projects and key account branding
- Source and manage vendors of print, signage, display and promotional merchandise with an annual budget of \$300K delivering cost savings in excess of 60% through sourcing and effective negotiating with vendors
- Hire, train and manage a creative team of 6 assigned multimedia, graphic design, logo design, illustration, photo editing and administration
- Collaborate extensively with Sales, R&D, Customer Service, Manufacturing and Clients in creating B2B/B2C collateral for brochures, catalogs, pitch books, order forms, price books, product manuals, promotional materials and direct mailings and secure copyrights
- Introduce e-mail marketing, social media marketing, video and animation concepts
- Create comprehensive intranet-based catalog of 120 items to support employee ordering of marketing materials

EDUCATION

BS Ed, Cum Laude Graduate in K-12 Art Education

University of Akron - Akron, OH

AA with Honors in Visual Communication

Art Institute of Pittsburgh - Pittsburgh, PA

SKILLS

Project Manager, Email Marketing, Copywriting, Branding, Graphic Design, Creative Direction, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Microsoft Excel, Microsoft Word, Direct Mail, Print Production, Copy Editing (10+ years)

LINKS

<http://coroflot.com/tajones321/portfolio>

<http://linkedin.com/in/tajones321>