



JESSICA JAGERSON

Graphic Design ■ Marketing ■ Management



3721 Old Village Way
Oldsmar, FL 34677



813-833-4760



jagersonart.com/graphic-design

EXPERIENCE

• MARKETING DIRECTOR/GRAPHIC DESIGNER

Hatch Lighting, Tampa, FL
June 2018-October, 2019

- Developed a cohesive system for asset management.
- Identified and corrected various website functionality failures.
- Began utilizing UX/UI practices to redesign areas of the website.
- Implemented SEO strategies.
- Substantially increased the visual assets library.
- Planned, organized, and handled logistics for a variety of national trade shows.
- Identified problem areas in Branding Strategy and developed a plan to correct areas of deficiency.
- Developed an annual marketing plan broken down into tasks per quarter.
- Coordinated with sales, engineering, and product management to develop new product release plans.
- Planned product initiatives which showed increases in sales of 10-25% within 30 days of the initiative.
- Organized PPC campaigns which saw an drop in Cost Per Click while increasing conversions.
- Managed all Press Releases, Email Campaigns, Social Media Posts, and online and print advertisements

• MARKETING DIRECTOR/GRAPHIC DESIGNER

C.L Hoover Opera House, Junction City, KS
April 2017-June 2018

- Managed the Marketing Budget and operated with a 5% surplus.
- Established a social media plan designed to increase community awareness.
- Rebuilt the website using the Vendini platform to increase the ease of online ticket purchases.
- Created all visual assets including posters, playbills, brochures, etc.
- Saw an increase in ticket sales, online engagement, and notably new faces entering the venue for the first time.

MANAGEMENT

PEOPLE EXPERIENCE:

- 15+ YEARS MANAGING OTHERS
- OVERSEEING 15+ PERSONS
- MULT-GENERATIONAL EXPERIENCE
- DIVERSE CULTURAL BACKGROUND EXPERIENCE
- DIVERSE ECONOMIC EXPERIENCE
- STRONG TIME-MANAGEMENT SKILLS
- STRONG COMMUNICATION
- POSITIVE ATTITUDE
- CREATIVE PROBLEM SOLVING
- MEDIATION

OFFICE EXPERIENCE:

- SCHEDULING
- LOGISTICS
- TIME MANAGEMENT
- MENTORING
- OFFICE CULTURE AWARENESS
- HUMAN CENTRIC LIGHTING AND COLOR SCHEMES
- POSITIVE CORRECTION
- BUDGETING
- BRANDING
- BRANDING MANAGEMENT
- MARKETING
- PC AND MAC
- ADOBE CC
- MICROSOFT OFFICE

- **MARKETING DIRECTOR/GRAPHIC DESIGNER -CONT.**

C.L Hoover Opera House, Junction City, KS
April 2017-June 2018

- Worked with the Directors to solicit new donations from the city, school, and local donors to start an after-school enrichment program for middle school students. "ASTRA" launched and has been a success.
- Negotiated media contracts in print, radio, and television.
- Organized several events including volunteer and donor dinners, concerts, fund-raisers and plays.

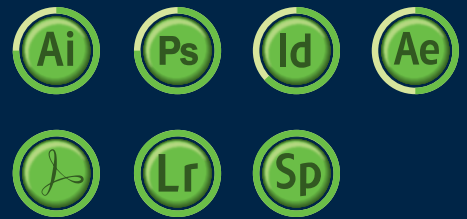
- **MARKETING DIRECTOR/BUSINESS DEVELOPMENT**

AllTask Services, LLC
2004-2017

- Managed all day to day operations including scheduling and logistics.
- Created all Branding items including logos, print, web, and digital media.
- Established new clientele via phone calls, emails and mailers followed by presentations and contract signings.
- During my time the company had a staggering 97% approval rating from our customers.
- Managed all media campaigns, visuals, marketing materials and advertising dollars.
- Established a website and social media pages as that technology developed over the course of 13 years.
- Many of our installations were events that required the coordination of multiple vendors, shipments, electrical, cable and fiber optic connections, contractors, and location managers.
- Managed the budget, payroll, day to day ledger activities, bank accounts, requested time off, etc.
- Kept up to date on all state and federal safety requirements.

ART AND DESIGN

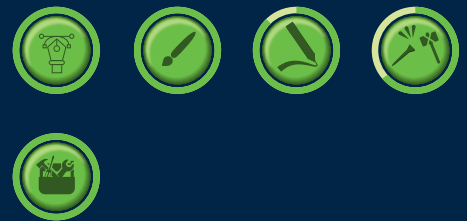
ADOBE CC PROGRAMS



OTHER CC EXPERIENCE:

- BRIDGE
- MEDIA ENCODER
- DREAMWEAVER
- ADOBE STOCK
- ADOBE FONTS
- PREMIER PRO

FINE ART



OTHER FINE ART EXPERIENCE:

- METAL SMITHING
- JEWELRY
- TEXTILES

DESIGN

- GRAPHIC
- INTERIOR
- ART INSTALLATION
- DECK/LANDSCAPE

INTERESTS

When I'm not working I am either making a mess in the kitchen, at the beach, or watching my favorite sitcom re-runs on Netflix. Sometimes I get motivated and I start running 5Ks again, but I'm loving my chill time more and more. I love a good margarita, a good laugh, and a great night's sleep.

MORE INFO

ABOUT ME

I am truly diverse in my abilities, and capable of completing a large amount of tasks simultaneously with strong attention to detail. I am dedicated to getting a job done well.

It's important to me that the work I produce is excellent in quality and that the people I work with enjoy the work we do together.

EDUCATION

B.F.A. - UNIVERSITY OF KANSAS

Emphasis: Graphic Design

MINOR - ART HISTORY

INTERNATIONAL RESEARCH CERTIFICATION

TWO-TIME SCHOLARSHIP SHOW NOMINEE AND WINNER.

OFFICE PROGRAMS

- Microsoft Office 365
- SharePoint
- Salesforce
- Various Social Media
- Various Email Campaign Programs
- Quickbooks
- WordPress
- Mac and PC proficient

CREATIVE STYLE

- Charismatic
- Compassionate
- Industrious
- Intelligent
- Non-conforming
- Humorous
- Colorful
- Expressive
- Thoughtful
- Inviting

SOFT SKILLS

- Strong Communication
- Collaboration
- Adaptability
- Time Management
- Inclusiveness
- Listening/Comprehension
- Friendliness
- Creativity/Innovation
- Mentoring
- Negotiation
- Self and Team Management

WEB BASED MARKETING

- Negotiate and interpreting Analytics
- Content Strategy
- Social Media Marketing and Analytics
- Responsive Design
- E-commerce strategy integration
- HTML and CSS
- Collaborate with developers and sales team
- Use of social media scheduling programs
- Web design
- PPC strategies

ADDITIONALLY

- Manage Marketing Budgets
- Develop reports
- Manage agency partners
- Goal creation and plan execution
- Performance Updates
- Manage professional relationships
- Oversea long-term goals
- Motivate and inspire peers
- Create an open environment
- Celebrate Achievements