

JESSICA ALLEY

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OVERVIEW

I'm an Art Director that is never afraid of challenges and likes taking chances in my design, with experience in re-branding, packaging, POP, digital and traditional campaigns, and social media marketing. I have the drive to come up with new strategies and enjoy the entire creative process from brainstorming concepts to executing the design.

SKILLS

- Creative strategy
- Develop design solutions
- Corporate identity
- Promotional material design
- Social media marketing
- Email marketing
- Adobe suite with extensive knowledge in Photoshop, Illustrator, and InDesign

EXPERIENCE

Illuminere | Jr. Digital Art Director | April 2016 - Present

- Direct photo and video shoots used in digital campaigns and social media
- Work with creative and media team to concept and execute digital campaigns, digital banners, emails, landing pages and additional social needs for clients
- Design layouts and functionality of websites
- Manage content and design of monthly social media calendars
- Create power point decks for presentation to clients

The Loomis Agency | Graphic Designer | October 2014 - March 2016

- Worked closely with creative directors on brand campaigns and promotional offers
- Managed all of Golden Chick franchisee business for over 150-store locations
- Worked on in-store POP, packaging, TV spots, direct mailers, menu boards, along with digital and social ads
- Managed onboarding processes and new-hire documentation associated with interns and freelancers

Poo~Pourri | Graphic Designer | October 2013 - October 2014

- Designed creative layouts for packaging and advertisements including brochures, direct mail, social media, e-blasts, signage, POS displays, and corporate identity materials
- Designed communication and marketing materials for trade shows and market
- Assisted in rebranding packaging and visual identity for company
- Responsible for final production files including image production, proofing, and contacting outside vendors to ensure technical accuracy

The Wasserstrom Company | Graphic Designer | July 2012 - April 2013

- Designed and deployed e-blasts utilizing Constant Contact and tracked conversion rates
- Designed social media posts and branded social media platforms
- Participated in the updates to the companies E-commerce website to improve user interface

ACHIEVEMENTS

- One Show Non-Traditional Advertising 2013 - Pencils of Promise
- One Show Integrated Branding Campaign 2013 - Pencils of Promise
- Student Addy's Award 2013 - USPS Rebrand
- Artwork in the 2010 and 2011 CCAD student exhibition
- Artwork in 2009 Spring Street Magazine
- Governor's Award 2008

EDUCATION

Columbus College of Art & Design
BFA: Advertising and Graphic Design
Minor: Copywriting