

# JESSICA ALLEY

## ART DIRECTOR

Traditional | Digital



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JESSICALLEY.COM

## EDUCATION

Columbus College  
of Art and Design

BFA: Advertising and  
Graphic Design

Minor: Copywriting

## SKILLS

- QSR marketing
- Creative strategy
- Design solutions
- Corporate identity development
- Promotional design
- Social media marketing
- Adobe suite with extensive knowledge in Photoshop, Illustrator, and InDesign

## OVERVIEW

I'm an Art Director that is never afraid of challenges and likes taking chances in my design, with experience in rebranding, packaging, POP, digital and traditional campaigns, and social media strategy. I enjoy the entire creative process from brainstorming concepts to executing the design.

## EXPERIENCE

### ILUMINERE

#### JR. DIGITAL ART DIRECTOR

4.2016 – PRESENT

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

### THE LOOMIS AGENCY

#### GRAPHIC DESIGNER

10.2014 – 3.2016

- Worked with creative directors on brand campaigns and promotional offers
- Managed the creative process and all design inquiries for Golden Chick franchises 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

10.2013 – 10.2014

- 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
- Assisted in rebranding 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

7.2012 – 4.2013

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

## CLIENTS

Papa John's, Golden Chick, Long John Silver's, Goodcents Subs, Rib Crib, Rug Doctor, Fitness Connection, Massage Heights, Amazing Lash, Metro Mattress, National United Bank and First United Bank

## 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