

EXPERIENCE

SKYLINE CONSULTING CO. - CHICAGO, IL

June 2020 - Present : Creative Marketing Specialist

- Managed marketing materials for a network of window treatment specialists.
- Worked with a team to develop fresh bi-weekly ad sets for all client social media.
- Coordinated and implemented product photoshoots, B2B collaborations, B2C promotions, video editing, and UX/UI optimization for clients.
- Managed branding standards for multiple clients.
- Lead the design and development of a room designer app that functioned as a sales and marketing tool for in-home designers.

ARDA WIGS - CHICAGO, IL

May 2015 - June 2020 : Graphic Designer / Social Media Marketing

- Coordinated and implemented social media campaigns, photoshoots, product releases, B2B collaborations, B2C materials, video editing, and web optimization.
- Managed branding standards and assured compliance with vendors and sponsors.
- Managed all social media channels and weekly newsletter distribution.
- Reviewed and edited weekly videos.
- Prepared promotional materials for conventions and trade shows.

NOTABLE ACCOMPLISHMENTS

- Defined and redeveloped company-wide branding standards.
- Assisted in design and implementation of 2 different website and CMS overhauls.
- Helped grow social media followers from 50 to 120k on Instagram, 100 to 160k on Facebook, 5 to 18K on Twitter, and 1 to 8k on Youtube.
- Developed a sales campaign that brought in 41.4k referral traffic.

BLITSY - CHICAGO, IL

Feb 2014 - May 2015 : Graphic Designer

- Prepared daily graphics for use on web and social media.
- Developed social media and sale campaigns.
- Assisted in newsletter distribution.

LUXURY BATH - GLENDALE HEIGHTS, IL

June 2012 - November 2013 : Graphic / Web Designer

- Developed franchise marketing strategies, promotions, trade show materials, digital deliverables, websites, and landing pages.
- Managed and directed product photography.
- Developed and implemented branding standards.

EDUCATION

BRADLEY UNIVERSITY, PEORIA, IL - CLASS OF 2011

Bachelor's in Graphic Design, Minors in Multimedia and Marketing
Major GPA : 3.78, Overall GPA : 3.45

JESS CWIK

Graphic Designer

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SOFTWARE SKILLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Lightroom
- Adobe XD
- Sketch
- Word
- PowerPoint
- Excel
- Publisher

DESIGN SKILLS

- Branding/Identity
- Print/Digital
- Online Strategy
- Typography
- Concepting
- Wireframing
- Prototyping

PERSONAL SKILLS

- Creative Thinking
- Fast Learning
- Adaptability
- Flexibility
- Communication
- Time Management