

## CONTACT INFO

4747 W. Waters Ave  
Tampa, FL 33614

813-675-7907  
jfigdesigns@gmail.com  
jfigdesigns.com

## EDUCATIONAL PREPERATION

The Art Institute of Tampa  
Bachelor of Fine Arts | 2011

## STRENGTHS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Apple iMovie  
Youtube  
Adobe Dreamweaver  
Wix  
Squarespace  
Microsoft Office

## REFERENCES

Connie Lance  
(727)-215-3186

Ruben Cruz  
(727)-417-8609

Casey Rabon  
(727)-460-9425

Roger Hodge  
(407)-454-3449

Isaiah Santel  
(813)-438-9562

## PROFESSIONAL OVERVIEW

- Proud recipient of a Bachelor's Degree of Fine Arts in Graphic & Web Design; High School Valedictorian
- 10 years' experience in all the different aspects of marketing and graphic and web design to include 8 years demonstrated, progressive experience in marketing, advertising, graphic design and communications:
  - High degree of business acumen: Demonstrates the ability to think strategically to determine the wider business impact of marketing.
  - Generates profitable campaigns and tweaks marketing funnels for maximum ROI
  - Identifies target audiences and devise campaigns that engage, inform and motivate consumers
  - Analyzes key metrics and develops strategies and tactics to meet goals
  - Natural Leader with excellent communication and interpersonal skills; Ability to collaborate with others and work effectively across teams.
- 10 years' utilizing advanced layout designs, website creations and interactive, user-centered graphics to drive brand awareness and impact audience growth.
- Advanced knowledge and skills with Adobe CC suite, MS Office applications, and IWork software emphasis on:
  - InDesign, Photoshop, Illustrator
  - Apple iMovie, Youtube
  - Dreamweaver, Wix, Squarespace; Proficient with CSS, HTML, and Wordpress
- Experience with SEO, Google Analytics and social media optimization
- Website Design & Development | Social Media Marketing | Photographer | Videographer | Post-production
- Extremely detail-oriented. Highly organized and able to manage multiple activities and priorities.
- Works with a high level of personal integrity and professionalism. Proud innovator and creative thinker.

## PROFESSIONAL EXPERIENCE

### Freelance Graphic and Web Designer | 2020 - Present

- Worked independently and managed multiple projects concurrently.
- Confer with clients to discuss and determine layout design.
- Developed graphics and layouts for product illustrations, company logos, and Websites.
- Developed brand and marketing strategies and effectively communicated with clients for recommendations/feedback.
- Operated still or video cameras and related equipment; Maintained records, receipts and other files.

### Graphic Designer Coordinator

#### World Millwork Alliance (WMA) | 2019 - 2020

- Maintained company websites, emails, and digital campaigns
- Developed innovative brand marketing strategies
- Designed and coordinated a variety of creative print work to include company logo, tradeshow material, assist in managing marketing/promotional materials for events.

### Graphic Design Coordinator / Brand Design Specialist / Branding Manager

#### Roger Bouchard Insurance/Marsh & McLennan Agency | 2011 - 2019

- Produced company websites, microsites, portals, landing pages, emails and digital campaigns.
- Designed and produced optimized, web ready graphics served as webmaster updating content as needed for both desktop and mobile sites.
- Managed and continuously optimized content for websites to achieve maximum SEO results.
- Aided in the development of fresh, innovative brand marketing strategies and planning.
- Designed and coordinated a variety of creative print work to include client benefit booklet, company instructional and trade show material etc.
- Managed social media accounts (Facebook, Instagram, Twitter and LinkedIn), including; planning content, publishing content, monitoring comments, direct messages and mentions.
- Designed, filmed and edited all media including short films, infomercials, and Facebook ads.
- Developed Post-production/technical production and studio skill set.