

JILL M. GARDNER

Nashville, TN | 585.704.8607 | jill.m.gardner@gmail.com | Portfolio: <http://www.jaygeedesigns.com/portfolio>

SKILLS

Design: Graphic, web & mobile design, art direction, branding, typography, layout, prepress-print workflows

Strengths: Verbal & written communication, organization, problem-solving, time-management, positivity, reliability, adaptability

Software: InDesign, Photoshop, Illustrator, HTML, CSS, XD, After Effects, MS Office, Google Analytics

EXPERIENCE

Tri Star Energy

Creative Production/Design Manager, July 2019 - Current, Nashville TN

Brands entrusted to me: Twice Daily, White Bison Coffee, Hightail, Sudden Service, Southern Traders

- Work directly with the VP of Marketing, Marketing Director and category managers on various projects and campaigns
- Work directly with General Managers, District Managers and Regional District Officers on installations and store signage
- Executes various aspects of company's retail marketing plans, including: advertising, promotions, digital media, production
- Responsible for brand leadership
- Supervise and Manage creative and production team
- Manage promotional creative process from inception to production for all four brands.
 - Per brand, six yearly promotions, plus any mini-promos/roll-outs
 - Promotional material: Loyalty Offers, ATM screens, website banners, ad planners, creative briefs, timelines, indoor/outdoor signage, direct mailers, print ads, etc. along with print production guides
 - Manages the design and layout, modifications, internal reviews and approvals, proofing, and printing
 - Oversees the production and maintains schedule of promotional video spots
 - Organize/direct photoshoots; prepare shotlists, moodboards; setup pre-production calls to manage expectations of food stylists, photographers and category managers
 - Work directly with print and public relations vendors, web and marketing agencies and hardware companies
- Support Social media campaigns by creating content on all major platforms as well as on SocialSign.in
- Creative execution and management of promotional offers and observances/holidays for the Loyalty program
- Manage and execution of online webstore for all stores to utilize
- Manage, create and visit stores to fulfill requests to eliminate inconsistencies for in-store material/hardware durability
- Builds a POP material profile for new store launches and coordinates a launch kit
- Maintains comprehensive spreadsheet of all store signage and any size/material/hardware variations
- Assess best, cost-effective use of resources to execute creative projects for various brands
- Create communication tools (internal newsletter, ad planners, templates to support office digital displays)
- Devise and implement better solutions for hardware/signage for all stores when necessary

JayGee Designs

Art Director/Owner, November 2019 - Current, Nashville, TN

- Generate designs for audio and security startups, the restaurant industry, and non-profits
- Manage the creative team
- Manage project scope, timelines, invoicing and budgeting
- Create and direct client presentations
- Perform client reviews and build final art deliverables
- Design invitations for weddings and reunions
- Build/update web page layouts and web banners
- Logo development

White Castle

Graphic Designer, May 2018 - July 2019, Columbus OH

- Spearhead the initiative to bring design work in-house instead of working with agencies
- Produce variations of advertising concepts in print, outdoor, point of purchase materials, digital, web and mobile executions
- Produce final art for print production and advertising media distribution
- Create processes that establish company-wide standards for all design initiatives
- Design layouts for Craver merchandise and premium items
- Manage numerous simultaneous ongoing design project timelines and deadlines
- Organize, manage and track digital asset files/creative work to meet organizational needs

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EXPERIENCE CONTINUED

Fitch: Retail & Brand Consulting

Design/Production Specialist, September 2017 - May 2018, Columbus, OH

Brands entrusted to me: Microsoft, Dell, Intel, Best Buy, Costco, Home Depot, NewEgg, Rent-A-Center, Staples

- Create, coordinate, prepare print & digital deliverables (internal/external print collateral, in-store marketing, event graphics)
- Manage project workflow from design through delivery to vendors, ensuring printed materials are accurate through internal proofing and routing processes.
- Work with content specialists and digital producers to prep assets for the web.
- Source, purchase, resize and retouch imagery and manages photographic assets.
- Obtain vendor proof approvals. Facilitates and updates modifications on vendor proofs based on internal/client feedback.
- Responsible for QA of a wide range of digital assets for retail brands

Gibson Guitars

Web Designer, March 2015 - August 2017, Nashville, TN

Brands entrusted to me: Gibson Guitars, Phillips, Onkyo, Baldwin piano, Stanton, KRK Systems, Cerwin Vega, Cakewalk, Neat

- Generate designs for marketing campaigns and product launches
- Build/update product pages, web banners, contests, landing pages for Gibson.com using Kentino CMS
- Design invitations and hanging/roll-up banners for large scale tradeshows/events such as CES, the CMA's NAMM, SHOF
- Perform QA reviews for new page launches
- Develop logos for new products and Conceive and implement social media updates
- Manage and modify timelines, assign action items for team

Eagle Productivity Solutions

Creative Project Manager/Lead Designer, March 2012 - June 2014, Rochester, NY

Brands entrusted to me: AstraZeneca, Bayer, Boehringer Ingelheim, Pfizer, Shire, Amgen, UCB, Merck, Abbott, Sanofi, Bristol-Myers Squibb, Allergen, Daiichi Sankyo, Endo

- Manage projects and their timelines alongside the Creative Director, from inception through delivery
- Define scope, execute deliverables and ensure quality control and brand integrity
- Identify risks associated with project timeline/budget and help devise contingency plans for changes in scope
- Act as Interim Art Director during any absences of the Creative Director
- Create and implement web and print designs
- Delegate projects and define art direction
- Coordinate with teams of Project & Design Managers, Lead Writers, Developers, and Videographers during execution of designs
- Oversee design and development of Creative Team's deliverables

EDUCATION

Bachelor of Fine Arts Degree in New Media Design & Imaging, Rochester Institute of Technology, Rochester NY