

# JACQUE EDWARDS

## PROFESSIONAL SUMMARY

Highly creative Graphic Designer with significant years in a wide variety of roles including visual design, brand management, commercial branding, and web design. I am able to effectively establish two-way communication channels to convey innovative business and strategic plans, meet deadlines, and deliver quality results under high pressure in both fast-paced and demanding environments.

As a result of this, I'm Looking for a fulfilling job that will utilize my tenure of knowledge and existing skills and provide an opportunity to lead others and expand on existing skill sets within digital marketing and branding. I am a highly reliable, enthusiastic, and committed individual with a positive outlook, with specific strengths in the ability to adapt and communicate well with others, and a strong drive to deliver high-quality results within a field I'm passionate about.



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## EXPERIENCE

**INNOVA-TECH  
SOLUTIONS  
CORP**

**AUG 2018 -  
PRESENT**

### MARKETING DESIGNER & BRANDING SPECIALIST

- Developed, coached, and nurtured a high-performing team that successfully executes sales-driving and brand-extending design campaigns.
- Responsible for leading and managing all aspects of marketing campaigns and projects for 13 companies
- Established corporate brand standards, built, and improved upon internal processes, and directed strategic vision
- Maximized profitability by managing budgets, developing accurate price quotes, and successfully negotiating vendor contracts
- Responsible to conceptualize, design and implement creative graphics projects on time and within budget
- Supervise product photography and web design and social media
- Support business development through preparation of editorial calendars, social media strategy and reporting.

**YOOPER  
SHIRTS, INC**

**OCT 2017 - JUL  
2018**

### PROGRAM COORDINATOR & GRAPHIC DESIGNER

- Was the program coordinator for the Michigan State Parks Upper Peninsula campaign
- In coordination with the DRN staff, I designed merchandise for the general Upper Peninsula State Parks brand and all the individual parks
- Imped and developed an action plan to update the ecommerce website of over 250 products.
- Other responsibilities included, product photography/video storytelling, apparel design, product catalog design, social media strategy and the creation and implantation of a brand ambassador program

**CONGRESSIONAL  
COUNTRY  
CLUB**

**JUL 2016 - SEP  
2017**

### DIRECTOR OF COMMUNICATIONS

- Was the lead to develop internal communications between the staff of over 500 employees, 12 departments and 1,200 members
- Within my first year, I had created brand standards, communication guidelines, editorial calendar, annual culture book, orientation and on-boarding program
- I volunteered for the culture development board of managers which planned all staff events to bridge the 13 departments

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## THUNDER BAY NATIONAL MARINE SANCTUARY

APR 2016 -  
JUN 2016

### SENIOR GRAPHIC DESIGNER

- Collaborated with the Center's Education & Outreach Coordinator and Facility/Exhibits Manager to develop a project management plan to produce and install over 100 way-finding signs in a five-county area
- Conceptualized, designed, and supervised the copywriting and image section for the campaign
- Developed a Google Map to communication sign installation plans to our community partners and state employees
- The campaign successfully engaged the public with historical and cultural resources by highlighting shipwreck, lighthouses, and other significant maritime and geographical features

## ASSOCIATION OF PERIOPERATIVE REGISTERED NURSES

NOV 2010 -  
OCT 2012

### JUNIOR GRAPHIC DESIGNER

- Support the AORN brand's marketing objectives by conceptualizing creative solutions that effectively communicate the strategic intent for each tactic within the assigned projects while adhering to established deadlines
- Supervised and translated creative vision through the consistent execution of all aspects of design, illustration, photography, and videography, helping to build AORN brand integrity
- Chaired the Wellness and Recognition Committee which lead to the highest recorded company-wide employee satisfaction

## GIVING BACK

**AIGA NATIONAL MEMBER**  
2006 - PRESENT

**AIGA STUDENT MEMBER**  
Ferris Student Group Member 2006 – 2010

**THUNDER BAY NATIONAL MARINE SANCTUARY**  
Volunteer Graphic Designer 2014 – 2015

**ALPENA DDA**  
Promotions Board Chair 2015 – 2016

**BIG FIVE DIVE**  
Volunteer Event Coordinator & Designer  
2015 – 2016

**NEMIGLSI**  
Volunteer Graphic Designer

**CAPITAL HILL OCEAN WEEK**  
Volunteer Production Controller 2017

**BACK FROM THE BRINK EVENT**  
Volunteer Event Coordinator & Designer  
2019

**TASTE OF MUSKEGON**  
Volunteer 2019

## EDUCATION

### BACHELOR OF SCIENCE IN GRAPHIC DESIGN

FERRIS STATE UNIVERSITY | 2005 - 2010

## SKILLS

- Brand Design and Customer Trends
- Brand Development and Discovery
- Client Networking and Rapport building
- Collaboration Skills
- Customer Service
- Effective Decision Making and Common Sense
- Effective Problem Solving
- Event Marketing and Market Research
- Excellent Written and Verbal Communication Skills
- Organizational Skills
- People Leadership and Team
- Planning, Development, and Delivery
- Research and Marketing Solutions
- Strategic and Statistical Analysis of
- Time Management
- Typography

## EXPERTISE

- Adobe Creative Cloud
- Advertising
- Brand Management
- Communication Planning
- CSS
- Digital Marketing
- Market Research
- Microsoft Office HTML
- Pre-press
- Print Production
- Project Planning
- SEO
- Social Media
- WordPress