



JACQUE EDWARDS

MARKETING & COMMUNICATIONS LEADER | BRAND & DIGITAL STRATEGY

CONTACT



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EDUCATION

Bachelor of Science in Graphic Design

Ferris State University
2005 - 2010

WORK EXPERIENCE

Marketing & Graphic Design Contractor

Kindred Marketing | 2026-Present

Provide contract graphic design and creative support for Kindred Marketing and its clients, developing strategic campaigns across branding, digital, print, social media, outdoor advertising, and fundraising.

- Develop creative for clients including the Muskegon Lumberjacks, Port City Credit Union, Machine Ethics, Pliant Plastics, and Pliant Medical, from concept through production-ready artwork.
- Design capital campaign branding and collateral for the Muskegon Farmers Market and Muskegon South Pierhead Lighthouse, supporting fundraising, donor engagement, and community awareness.

Director of Marketing & Communications

Great Lakes and St. Lawrence Cities Initiative | 2024 - 2026

Built and led the visual brand and communications function for a binational organization representing 425+ mayors, community, and Indigenous leaders. Translated complex policy, environmental, and organizational information into clear, engaging visual communications across digital, print, social media, events, presentations, and campaigns.

- Developed integrated marketing and communications strategies supporting freshwater policy, climate resilience, membership growth, sponsorships, and fundraising.
- Translated complex policy and environmental initiatives into compelling reports, infographics, presentations, digital campaigns, and social content.
- Directed communications for binational press conferences in New York City and Washington, D.C., coordinating media outreach and 10-15+ municipal leaders.
- Managed PR and creative agency relationships before bringing media relations in-house, overseeing press releases, executive messaging, and outreach.
- Led website, email, and social strategy, increasing LinkedIn followers 34%, Facebook 11%, and Instagram 75% in eight months.
- Directed marketing for major events, including the Annual Conference, supporting attendance, sponsorships, membership, and visibility.
- Oversaw brand standards and creative direction across U.S. and Canadian programs, including campaigns, advocacy, events, and video production.

CORE COMPETENCIES

Brand & Marketing Strategy

Brand Identity Development
Brand Strategy & Management
Campaign Development & Execution
Content Strategy & Marketing
Digital Marketing Strategy
Messaging & Narrative Development
Strategic Marketing Consultation

Creative & Design

Apparel Design & Merchandise Development
Creative Direction
Graphic Design
Photography Direction & Video Editing for Digital Content
Print & Production Design
Typography
Web Design

Communications & Public Relations

Media Relations & Press Outreach
Press Conference Planning & Media Coordination
Public Relations Strategy
Speech writing
Stakeholder & Sponsor Engagement

Digital & Technical

Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
Canva
Email Marketing & Automation
Microsoft Office Suite
SEO (Search Engine Optimization)
Social Media Strategy & Management
WordPress

Project & Event Management

Budget Planning & Oversight
Event Planning, Logistics & Run of Show (ROS)
Project & Time Management

Specialized Knowledge

Community Engagement Strategy
Data-Driven Storytelling
Environmental & Economic Policy Understanding

WORK EXPERIENCE (CONT.)

Brand Marketing Manager

Lakeshore Advantage | 2022 - 2024

Managed brand and creative development for a regional economic development organization, producing visual communications and marketing materials across digital, print, events, and corporate initiatives. Balanced hands-on creative execution with brand management, project coordination, and external vendor relationships.

- Designed and directed branded marketing materials across print, digital, presentations, events, and campaigns.
- Maintained brand standards and visual consistency across internal and external communications.
- Collaborated with agencies and vendors to develop and produce creative assets.
- Managed multiple creative projects from concept through production while balancing timelines, stakeholders, and organizational priorities.
- Supported large-scale corporate events with branded environments, signage, presentations, and promotional materials.

Marketing Designer & Branding Specialist

Innova-Tech Solutions Corp. | 2018 - 2021

Designed and directed creative across a portfolio of 13 companies, developing brand identities, sales materials, websites, technical literature, photography, and multi-channel marketing campaigns. Combined hands-on design with brand strategy and project management to create work that supported sales and business growth.

- Designed print, digital, web, technical, and sales collateral across multiple brands and industries.
- Developed and maintained corporate brand standards and visual identity systems.
- Managed creative projects from concept through production, balancing multiple brands, priorities, budgets, and deadlines.
- Directed product photography and developed visual assets for marketing and sales initiatives.
- Partnered with leadership, sales teams, vendors, and external partners to deliver creative that supported revenue goals.



COMMUNICATIONS, COMMUNITY & ENGAGEMENT EXPERIENCE

Strategic Communications
Community Engagement
Media Relations
Digital Marketing
Event Promotion
Stakeholder Engagement
Brand Management
Email Marketing
Content Development
Recruitment Marketing

WORK EXPERIENCE (CONT.)

Program Coordinator & Graphic Designer

Yooper Shirts, Inc. | 2017 - 2018

Developed graphic design, merchandise, e-commerce, photography, and digital marketing for a Michigan apparel brand and its Michigan State Parks Upper Peninsula campaign. Created cohesive visual systems that connected brand storytelling with merchandise, digital experiences, and revenue-generating campaigns.

- Designed apparel and merchandise for the Upper Peninsula campaign and individual Michigan State Parks.
- Developed brand systems and campaign creative across merchandise, digital, social, and e-commerce.
- Managed a major e-commerce update involving 250+ products.
- Directed product photography and video content for digital marketing.
- Designed product catalogs and social media creative to support sales and campaign growth.
- Launched and managed a brand ambassador program to expand awareness and engagement.

Director Of Communications & Graphic Designer

Congressional Country Club | 2016 - 2017

Led graphic design and internal visual communications for a large organization of 500+ employees, 12 departments, and 1,200 members. Developed brand systems and communication tools that created a more consistent visual identity and strengthened communication across the organization.

- Established brand standards and communication protocols to improve visual and messaging consistency.
- Designed and produced an annual culture book highlighting organizational values, people, and accomplishments.
- Developed visual and communication materials for employee orientation and onboarding.
- Managed projects across multiple departments while balancing competing priorities and deadlines.
- Served on the Culture Development Board of Managers, supporting organization-wide events and employee engagement initiatives.

