



## CONTACT

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## CAREER SUMMARY

- Creative and enthusiastic Graphic Designer with 5 years experience with proven ability to work on multiple projects at once.
- Possess strong written and verbal communication skills with all levels of company personnel.
- Detail-oriented worker with ability to design and complete projects on time from start to finish, individually or in a team setting.

## TECHNOLOGY

Computer Platforms:  
Windows and Mac OS

Adobe CS6:  
Illustrator, Photoshop, InDesign

Macromedia Dreamweaver:  
HTML and CSS

Microsoft Office:  
Word, Excel, PowerPoint,  
Outlook, Access

Social Media:  
Facebook, Twitter,  
LinkedIn, Pinterest

Online Tools:  
Constant Contact, GoToMeeting,  
WebEx, Wufoo, SurveyMonkey

## CERTIFICATION

First Aid/CPR/AED  
American Red Cross  
Valid Until: 10/30/2015  
Verification ID: OUKF4F

## EDUCATION

Bachelor of Fine Arts in  
Graphic Design

James Madison University  
December 2008

## WORK EXPERIENCE

### American Traffic Safety Services Association (ATSSA) - Fredericksburg, VA Senior Marketing Coordinator <> April 2014-present

- Support ATSSA's marketing function by providing assistance with graphic design, data compilation and metrics gathering, and serve as a secondary point of contact for all marketing-related questions and projects.
- Coordinate logistics of marketing-related events and projects, participate in digital marketing activities, and handle social media outlets for the association.
- Manage the printing of marketing materials from concept to design to providing print-ready files and mailing lists to the printer.
- Maintain ATSSA's website design with the assistance of a web team as necessary. Design new websites to support the association's events and projects.

### Self-Employed - Remington, VA

#### Graphic Designer <> November 2012-present

- Enhanced the marketing opportunities of clients by developing concepts and final products for logos, pamphlets, mailings and posters for both print and electronic media.
- Coordinated the printing and delivery of 2-dimensional projects with printing companies and ensure clients received their completed materials.
- Designed appealing websites using graphics knowledge to enhance client visibility on the web and continue to manage company websites.

### IBLCE International - Falls Church, VA

#### Graphic Designer <> Nov. 2009-Nov. 2012

- Increased marketing presence by designing posters, pamphlets and mailings, utilizing branding concepts to create a visual identity for the organization.
- Produced eye-catching 2-dimensional print designs that incorporated use of typography, appropriate fonts, color schemes and spacing.
- Strengthened the quality of the international IBLCE examination by editing, manipulating and designing images and graphs.
- Created and implemented designs for logos and marketing materials, presenting alternative ideas and visual concepts to the optimum satisfaction of clients and organizations.
- Designed and managed websites with appealing layout, color and font for multiple organizations.

#### Committee Support Specialist

- Communicated and collaborated on projects with international Board members and staff to ensure continuation of the IBCLC certification.
- Produced meeting agendas, reports, documentation and Board Books.
- Consolidated Committee and Board Meeting action lists and minutes for bi-annual meetings to aid in the continued work of the Board and organization.
- Amplified the organization's social media presence and collaborated these efforts with staff members.

### IBLCE in the Americas - Falls Church, VA

#### Temporary Staff & Data Entry <> May-Aug. 2007, 2008

- Developed the organization's marketing and design brand by completing graphic design projects, including multiple-page layout and cover design.
- Successfully completed data entry of paper applications for 3,000+ examination candidates, including sorting and organizing the files.
- Provided support and camaraderie to other staff members with the review of applications.
- Communicated by email and phone with candidates regarding applications process.

Portfolio website <> [jessmaggi.ipower.com](http://jessmaggi.ipower.com)  
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