



Jake Newman

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MY SKILLS

Design

- Branding and identity
- Responsive websites
- Print collateral
- Editorial layout
- HTML5 banners
- Social media
- App UI/UX design
- Presentation design
- Video & photo editing
- Animation

Adobe



Web

- HTML
- CSS
- Wordpress & Hubspot

Microsoft

- Word
- Powerpoint
- Excel
- Office 365

Professional

- Leading a team
- Presenting work
- Problem solving
- Meeting deadlines
- Project management
- Teamwork
- Attention to detail

Mac and PC

MY EXPERIENCE

Digital Designer // Golf Channel

September 2016 - Present

Collaborating with several departments on creative material for both business and consumer marketing, including custom print pieces, interactive web banners, branded emails, sales presentations and any other digital marketing needs. Creating all assets to launch new initiatives, including the GolfNow VIP program and a sweepstakes with a professional golfer.

Marketing and Web Designer // Intelity

August 2015 - September 2016

Working with the Marketing Director to develop all visual assets for marketing campaigns, including email layouts, social media graphics, infographics and interactive content. Managing the redesign of the company website to incorporate more interactive elements and improve SEO. Working with the Client Services department to create app interfaces for new hotels.

Lead Designer // Impakt Media

January 2014 - August 2015

Leading and mentoring a team of designers. Working on a variety of branding, print, and web design projects. Building website layouts in Photoshop and coding them for enhanced user experience. Creating unique branding for clients and for Impakt promotional material, including logos, business cards, and brochures.

Graphic Design Assistant // FolioType Creative

September 2012 - December 2013

Assisting the Creative Director in various areas of design, including logos, websites, e-newsletter layouts, and print advertisements. Leading the design of self-promotional pieces, including quarterly calendars focusing on icons for holidays and occasions.

MY SCHOOL

West Virginia University // Morgantown, West Virginia // **May 2014**

*Bachelor of Science in **Advertising** // Minors in Studio Art and Business*

MY HONORS

NBC Universal GEM Award // Intelity Employee of the Quarter // Eagle Scout

MY REFERENCES

Available upon request.