

JESSICA THIBODEAU

CONTACT

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Based in Maine

PORTFOLIO:

jessicathibodeau.com

SUMMARY

Dynamic and enthusiastic professional with a proven record of generating and building relationships, managing projects from concept to completion, multi-tasking, and coaching individuals to success. Skilled in multi-tasking, demonstrating exceptional communication skills, and making critical decisions during challenges. Flexible leader with an ability to work independently and with a team.

EDUCATION

University of Miami

2008 - Coral Gables, Florida

Bachelor of Science in Communication

Majors in Advertising & Theatre

SKILLS

- ▶ Adobe Creative Suite
 - InDesign, Photoshop, Illustrator
- ▶ Microsoft Office
- ▶ Basic HTML

EXPERIENCE

ART DIRECTOR

2009-PRESENT | REMOTE | FRESH BEGINNINGS, INC.

- ▶ Designed retail website (freshbeginnings.com) and maintain content daily.
- ▶ Photographed products weekly to be used in marketing pieces.
- ▶ Developed a strategic marketing calendar identifying all marketing plans and strategies to grow revenue, customer loyalty, and brand awareness through integrated marketing efforts.
- ▶ Developed sale promotions and designed emails.
- ▶ Created the annual catalog, flyers, company stationery, ads (both digital and print), logo imprinted products, emails, tradeshow booth pieces and signage.

DESIGNER | OWNER

2010-PRESENT | REMOTE | ZULA BELL

- ▶ Met with both potential and current clients to discuss stationery needs.
- ▶ Worked with printers to ensure printing accuracy and quality.
- ▶ Collaborated with local vendors on events and styled photo shoots.

PRODUCTION ASSISTANT

2014-2015 | WESTBROOK, MAINE | LAURA MARR PRINTING

- ▶ Checked all items for defects and identified any items that needed to be reprinted.
- ▶ Performed post production tasks, such as envelope lining, suite assembly, ribbon-tying, etc.
- ▶ Packed and shipped orders.

CREATIVE DIRECTOR

2008-2009 | VALDOSTA, GEORGIA | GEORGIA HIGH SCHOOL SPORTS

- ▶ Designed and created monthly issues for several markets and coordinating promotional materials.
- ▶ Managed the design staff and ensured all efforts were consistent and up to magazine standards.
- ▶ Interfaced with printers to assure quality control.
- ▶ Worked directly with ad sales department providing client assessment for desired campaign direction. Followed by art direction of advertising campaign, including image selection and copy writing.

SPECIAL ACTIVITIES COORDINATOR

2006-2007 | CASCO, MAINE | POINT SEBAGO RESORT

- ▶ Organized and ran weekly events such as Monte Carlo and Carnival nights.
- ▶ Managed the volunteers and staff to ensure a positive experience for the guests.
- ▶ Supervised an activities staff of 40.