

JESSICA KLINE



SKILLS

Print & Web Design

Photography & Photo
Retouching

Motion Graphics & Video

Email Marketing

Shopper Engagement

Coding in HTML5/CSS3

Wordpress

Excellent Communication
and Multitasking Skills

Quick to learn new software

TOOLS

Adobe Creative Cloud

Email Clients:
ExactTarget, MailChimp,
Constant Contact

Mac OS X

Anything Apple related

CONTACT

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ABOUT

So, I'm Jessica. I'm currently working as a graphic designer at reach | influence in Detroit. I'm driven most by creating things that I am proud of, and I am always looking to the next level of where I want to go with my work. My goal in my career, as well as in life, is to never stagnate and live a life that's inspired.

EXPERIENCE

GRAPHIC DESIGNER - reach | influence

SEPT 2013 - PRESENT

A marketing analytics company focused on powering the shopper experience, by leveraging shopper data, to increase sales.

- ◇ Furthering the development of the company brand through means of print, email, web and video
- ◇ Aiding in the sales effort of the company by designing sales materials and building presentations
- ◇ Design and develop mobile responsive emails using the most current best practices
- ◇ Research most current methods to improve email deliverability, open rates and click thru rates to create email campaigns that engage shoppers and drive results
- ◇ *And also being awesome*

YOUTH MARKETING SPECIALIST- E&A Credit Union

OCT 2012 - SEPT 2013

- ◇ Implement and manage social media activities
- ◇ Creating and implementing marketing strategies to reach gen-y and increase youth accounts with E&A
- ◇ Digital content manager
- ◇ Designing collateral such as emails, banner ads, push pieces, information cards and invites for events

EDUCATION

BACHELORS OF FINE ARTS IN GRAPHIC DESIGN

College for Creative Studies
Detroit, MI
2008 - 2012