

JESSICA WOJTASZEK

CREATIVE DIRECTOR

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STATEMENT

Creative director with twelve years of experience managing the creative process from conception to completion. Brand champion with a solid track record of leading creative departments to deliver out of the box solutions.

EXPERIENCE

Binsky & Snyder

Creative Director 2018-Present

Responsible for brand voice and appearance across all channels.

- Design marketing collateral for print and web
- Field photography, video production and editing
- Create brand identities for associated companies
- Develop websites for associated companies
- Maintain all websites

Marketing Coordinator

2017-2018

The Bank of Princeton

Digital Media Manager 2015-2017

- Design collateral for print and web
- Manage and update two bank websites
- Design, code and launch email marketing campaigns with MailChimp
- Collaborate with team organize conferences and community events

Dazian Creative Fabric Environments

Web Manager 2013-2015

- Spearhead initiative to redesign and relaunch the Dazian website
- Collaborate with sales people across the country to determine our best items for sale in an ecommerce environment
- Design, code and launch email marketing campaigns

Century 21 Department Stores

Web Production Manager 2011-2013

- Manage and organize all post-production aspects of C21Stores.com from photo editing, banner production and placements to online merchandising
- Create and manage post-production workflow of the Photo Team
- Collaborate with Merchants and Buyers to ensure visual quality and merchandise inventory for each flash sale events
- Manage a team of 8 direct reports including photo retouchers, graphic designer and QA
- Launched C21stores.com limited time sample sale website in April 2011

1stDibs.com

Photo Retoucher

2010-2011

SKILLS

- Adobe Creative Suite
 - Microsoft Office
 - Branding & Identity
 - Concept Development
 - Graphic Design
 - Photography
 - Video
 - Web Management
 - Automation
 - Email
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EDUCATION

University of New Haven
BA Graphic Design
2010

CERTIFICATIONS

- Inbound Marketing
Hubspot
 - OSHA10
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REFERENCES

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