

# JESSICA WOJTASZEK

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## CREATIVE DIRECTOR

### 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

### EDUCATION

University of New Haven  
BA Graphic Design  
2010

### CERTIFICATIONS

- Inbound Marketing  
*Hubspot*
- OSHA10

### REFERENCES

*Ariel Dworak*  
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