

JESSICA WOJTASZEK

CREATIVE DIRECTOR

STATEMENT

Creative director with 15+ years of experience leading brand teams and owning the creative process from conception through production across a variety of channels. Proven leader with experience leading cross-functional teams to build cohesive brand identities and consistent brand voice. Expert in branding, art direction, web management, and production workflows.

CONTACT

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SKILLS

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

EDUCATION

BA Graphic Design
University of New Haven

CERTIFICATIONS

- Inbound Marketing
- OSHA 10

EXPERIENCE

Brand Marketing & Creative Director 2018 - PRESENT
Binsky & Snyder

- Lead the development and execution of brand voice and appearance across web, social media, and print channels.
- Design marketing collateral across multiple channels
- Capture high-quality field photography and own video content from concept through post production.
- Develop brand identities, websites, and social media strategies for associated brands and initiatives.
- Spearhead implementation of DAM solution
- Manage, maintain, and update websites.

Digital Media Manager 2016 - 2018
The Bank of Princeton

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

Web Manager 2014-2016
Dazian Creative Fabric Environments

- Collaborate with nationwide sales team to determine our best items.
- Lead the redesign and relaunch if the Dazian website

Web Production Manager 2011-2014
Century 21 Department Stores

- 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 maintain visual quality and manage inventory for 8-12 weekly flash sale events.
- Lead a team of 10+ direct reports including photo retouchers, graphic designers and QA specialists.

Photo Retoucher 2010-2011
Century 21 Department Stores