



Jacqueline Colomé | GRAPHIC AND WEB DESIGN

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OBJECTIVE

To obtain a position where my creativity, valuable work ethic and interpersonal skills can be utilized in the advancement of the company I represent and myself.

QUALIFICATIONS

Creative professional who is highly motivated, dependable, and possesses a great determination for success. Furthermore, I am an experienced bilingual sales and hospitality manager with excellent customer service, leadership and management skills.

EDUCATION

2010 - 2012: **Associates of Science Degree in Graphic & Web Design** | Broward College

2007 - 2010: **Bachelors of Fine Arts Degree in Visual Arts** | Miami International University of Art & Design

1999 - 2001: **Associates of Arts Degree (General Studies)** | Miami Dade College

SOFTWARE SKILLS

•Adobe CS: Illustrator, Photoshop, InDesign, DreamWeaver, Bridge, Acrobat Pro •Wordpress
•WooCommerce •HTML •CSS •SEO •Yoast •jQuery •Javascript •Mailchimp •MS Office: Word, Excel, Powerpoint, Outlook/Exchange •iWork: Keynote, Pages, Numbers •API Inegration

LANGUAGES

•English as first language •Spanish- Fluent •Italian and Portuguese- Conversational.

WORK EXPERIENCE

2016 - 2018

Sales & Marketing Manager

Haze Industries - Atlanta, GA

- Responsible for visual merchandising, leading store resets and creating engaging displays.
- Created and managed online designs and new product listings for company's websites (Dropship, Vape Juice Club, and Online Retail) utilizing latest industry standards on platforms such as Wordpress with Woocommerce and Magento.
- Designed graphics for use in retail store promotions and online social media platforms including but not limited to printed material, banners for webpage sliders, and new product releases.
- Developed and maintained client base through local marketing strategies and brand management, which resulted in a sales volume increase of +70% from previous year.

2013 - 2016

Group Sales & Marketing Manager

Deauville Beach Resort - Miami Beach, FL

- Designed sales kits, catering menus, e-Blasts, and various marketing collateral adhering to branding standards for both online and print in order to showcase the property's features and optimize sales.
- Generate revenue by utilizing various sales, marketing, networking strategies in order to attract large groups of clients to be guests at the hotel in both the corporate and leisure markets.

- Establish excellent rapport with prospect clients by setting up business meetings and site inspections at the hotel in order to discuss their group's specific lodging needs while showcasing the property's features.
- Responsible for contracting and managing the sale of group's sleeping rooms and event spaces- working with and maintaining a close relationship with department managers.
- Manage all aspects of group's catering needs by maintaining vendor relations to ensure quality products and services are offered, scheduling meetings with clients for menu planning and tastings while working alongside the executive chef and banquets manager, coordinate scheduling with decorators and client for event setup by creating customized floor plans illustrating the appearance according to their specific needs.
- Maintain superior client relations with several large repeat group accounts with revenue totaling over a million dollars.

2011 - 2013

Graphic Designer

Bamboo Nightclub - Miami Beach, FL

- Developed corporate identity and branding packages including but not limited to promotional material, company letterhead, and sales kits.
- Created advertising designs for use on all social media platforms.
- Used production skills to take designs created and make them applicable for printed material such as promotional flyers and branded products (Calendar, Match Boxes, Drawstring Bags, T-Shirts , Drink Tickets, VIP Cards, Wristbands, and Themed Party Favors)
- Retouch, edit and apply watermarks on all venue and event photographs adhering to company's standards for use in various applications and platforms for both online and print.
- Design and planning for booth space at Adult Show Expo and Winter Music Conference Events.

ADDITIONAL WORK EXPERIENCE

2009 - 2011

Lead Bartender/Server

Hyatt Regency Hotel- Weston, FL

2007 - 2009

Store Manager

Swatch Group- Miami Beach, FL

2005 - 2007

Assistant Manager

Utrecht- Miami, FL

2001 - 2005

Operations Manager

Giorgio Armani- Atlanta, GA

PROFESSIONAL GROUPS

- 2015 - 2016: **Production Team Member and 2015 Featured Artist Alumni**
SWAN (Support Women Artists Now) Spoken Soul Festival - Miami Chapter
- 2010 - 2012: **Student Group Membership Coordinating Officer**
AIGA (American Institute of Graphic Arts) The Professional Association to Design
Broward College, Miami Chapter

*** Professional References Available Upon Request ***

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