



Jacqueline Colomé | GRAPHIC + WEB DESIGNER

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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 myself and the company I represent.

QUALIFICATIONS

Creative professional who is highly motivated, dependable, and possesses a great determination for success. Furthermore, I am a bilingual manager with outstanding leadership skills that consistently strives to exceed expectations.

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
• Magento • HTML • CSS • SEO • Yoast • Javascript • Mailchimp • MS Office: Word, Excel, Powerpoint, Outlook/
Exchange • iWork: Keynote, Pages, Numbers • API Integration

LANGUAGES

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

WORK EXPERIENCE

2016 - 2019

Design Manager

VAPORIQUE - Atlanta, GA

- Develop and maintain brand's corporate identity, Direct creative concepts for website and print initiatives, Work closely with Director of Marketing to lead the creative team in creating integrated marketing.
- Implement responsible web design principles to ensure the company's websites render well across multiple platforms and devices- Coordinate, design and maintain CSS/HTML for Wordpress e-commerce websites.
- Manage and create graphics and content for use on all social media pages and email marketing campaigns.
- Design and layout page elements, Edit images for websites, Collaborate with developer, Test and deploy websites, Writing and editing content- maintaining SEO standards, Determining specific technical requirements for UX/UI experience, Updating websites, Creating back up files, Solving code problems, API integration.

2013 - 2016

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 event and/or lodging needs and secure booking.
- 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.

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 graphic designs for use on all ads and 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 -