

JACKIE SAVAGE

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EDUCATION

Grand Valley State University
August 2012 – December 2014

Allendale, Michigan
Bachelor of Arts in Communication Studies – GPA: 3.54

Oakland Community College
August 2009 – May 2012

Farmington Hills, Michigan
Associates Degree – GPA: 3.41

WORK EXPERIENCE

Roundtable 6 Marketing Agency

August 2023-Present Troy, Michigan
Art Director

- Oversee/assist in the production of artwork, such as print materials, digital assets, and other creative deliverables
- Develop mood boards for a variety of accounts to communicate the desired look and feel for each project
- Elevate brand standards and create compelling visuals and assets to satisfy current needs and exceed client expectations
- Offer art direction and staging expertise for product photography and considering its intended medium

Atomic Honey Advertising and Branding (Start-up)

July 2021 – August 2023 Detroit, Michigan
Art Director

- Developed visually striking logos, print/digital ads, website graphics, packaging, and billboards, while showcasing exceptional skills in branding concepts
- Lead brand identity development through extensive research, drafting, and compelling concept presentation
- Contributed to the creation and vision of brand-consistent pitch decks
- Created web experiences with interactive pages and dynamic graphics, ensuring increased user engagement

Lipari Foods

October 2019 – July 2021 Warren, Michigan
Graphic Designer

- Designed monthly print and digital flyers, catalogs, and sales materials using Adobe Creative Suite, showcasing proficiency in creating visually appealing marketing collateral
- Produced captivating website banners for the company homepage, effectively highlighting individual brands
- Ensured high-quality product images through photography and image updates, enhancing overall brand presentation.

Le Vrai Nord

September 2020 – March 2021 Remote
Social Media Guru

- Maintained and managed company social media channels including Facebook, Instagram, Twitter, LinkedIn, and YouTube, skillfully driving engagement and brand awareness.
- Crafted compelling video and social media descriptions for weekly entrepreneurial docuseries posts, capturing the attention of target audiences across all channels

The National Association of College and University Food Services (NACUFS)

March 2018 – April 2019 East Lansing, Michigan
Marketing Coordinator

- Oversaw social media accounts (Facebook, Twitter, Instagram), successfully leveraging Google Analytics to monitor website traffic and engagement
- Managed updates and graphics on the association mobile app and website, ensuring a seamless user experience
- Coordinated the compilation, editing, and production of the association magazine, *Campus Dining Today*, demonstrating meticulous attention to detail

PROFICIENCIES

- Adobe Creative Suite, Microsoft Word and Excel, PowerPoint, Prezi, Teamwork, Salesforce, Listly, AppFront, Wrike
- Facebook, Instagram, TikTok, YouTube, X, LinkedIn, Google+, Pinterest, WordPress, Informz, Hootsuite, Monday

OTHER SKILLS

- Photography staging, direction, production, call sheet creation, video editing, basic wireframing
- Account management, project management, creative copy writing, creative strategy and development
- Ability to multi-task, time management, adaptability, emotional intelligence, clear communication