

Julia Jones

Graphics/Branding/Marketing

WORK EXPERIENCE

Graphic Designer Freelance/Marketing Communications/Branding Consultant

01/2017 - Present *Julia Ortega Graphic Designs*

- **Managed Brand Identity**
 - Revised brand identity book containing logo, color and font usage along with word verbiage
 - Updated and organized company files into streamlined library
 - Improved branding elements for external and internal collateral, banner ads, direct mailers, tradeshow booths, event signage, social media, product icons, infographics, and campaigns
 - Designed templates with accurate branding such as, but not limited to, power points, word documents, PDFs, and excel documents
 - Updated current branded print materials such as, but not limited to, datasheets, websites, whitepapers, brochures, infographics and ads
- **Designed and supported Marketing and other departments**
 - Supported in the development and the execution of direct marketing mailers, competitive ads, event planning, and themed campaigns
 - Produced and designed tradeshow material with current messaging, themed campaigns, competitive ads, and promotional items
 - Collaborated with company publication team for graphics for social media, web ads, publications, and website
 - Archived and managed finalized source files for companies by part numbers and organized libraries
- **Worked with small businesses to enhance their marketing through promotional items, apparel for employees, and Managed Clients through Design process**
 - Developed a customer relationship to meet and fully understand the needs/wants of the project
 - Collaborated with clients in the development of the designs within the project
 - Worked with small businesses to enhance their marketing through promotional items, apparel for employees, and advertising
 - Designed team uniforms, advertisements for tournaments and try outs for local sport teams
- **Tradeshow Representative for small local companies**
 - Managed inventory and sales results of the products
 - Helped to develop an organized set-up process for sales representatives to manage tradeshows
 - Set-up and managed tradeshow booths at local stores to help create brand awareness
 - Spoke with customers to understand their needs to provide the correct solutions

Marketing Communication Specialist

09/2013 - 01/2017 *Aerohive Networks, Milpitas, CA*

- Designed and supported Marketing and other departments
 - Scheduled and set up rooms for meetings with outside vendors and partners
 - Helped managed front office by, answering phones, greeting guests, shipping and mail distribution
 - Ordered and stocked Marketing's office supplies and keep work area organized
 - Worked closely with Human Resources to organize company events such as, company holiday parties, company internal events, lunches for meetings
 - Participated in the development and the execution of direct marketing mailers, competitive ads, event planning, and themed campaigns
 - Designed tradeshow material with current messaging, themed campaigns, competitive ads, and promotional items
 - Worked with Human Resources and VPs to expand the brand identity and messaging throughout the company
 - Worked with Human Resources for design layouts and icons for company values, company awards, event banners for email blasts, signage, and email templates
 - Worked with Finance team for layouts on pricelist pdfs and excel templates for internal usage, partner usage and external usage
 - Assisted Finance with monthly accruals and expense reports
 - Worked with publication team for graphics for social media, web ads, publications, and website
- Tradeshow and Event Support
 - Ordered and organized lunches and dinners for events and meetings
 - Scheduled traveling and housing accommodations
 - Over saw shipping event material, promotional items, and direct mailers through FedEx
 - Designed layouts for pull up banners, tradeshow booths, collateral, promotional items
 - Prepared and designed power point presentations for each event meeting
 - Direct marketing for shows such as, email banners, direct mailers, and web ads
 - Attended trade shows as floor representative for customer engagement
 - Worked closely with Channel Account Managers and Sales Representatives
- Managed Brand Identity
 - Updated brand identity book containing logo usage, color usage, word verbiage, font usage
 - Created an organized and updated library for company files
 - Updated branding elements for external and internal collateral, banner ads, direct mailers, tradeshow booths, event signage, social media, product icons, infographics, and campaigns
 - Created templates with correct branding such as, but not limited to: power points, word documents, PDFs, and excel documents
 - Approved and managed brand elements from outside partner ads, vendor requests, internal usage, etc.
 - Worked with partner companies' design teams for proofing

- Managed, created, and touched up product icons through Illustrator, Photoshop, and InDesign
- Communicated our brand guidelines with partners, inside representatives, channel managers, and vendors
- Updated collateral design layouts to better align with company identity
- **Managed Online Webstore**
 - Managed and approved promotional items for correct branding and logo usage
 - Designed print ready files for promotional items
 - Managed budget for promotional items, webstore maintenance and vendor fees
 - Placed orders for sales representatives for customer visits, giveaways and tradeshow usage
 - Managed Vendors that work closely with the Marketing department for printing stages for collateral, branded swag and websites

Graphic Designer

07/2011- 2013 NBN Sports, San Jose, CA

- **Developed and designed for customers**
 - Collaborated with customers in the development of graphical trademarks and emblems
 - Worked with small businesses, local sport teams, and local schools to design promotional items, apparel, logos, etc. with existing brand guidelines for design

Student Admission Assistance

10/2009 - 07/2011 The Art Institute of California - Sunnyvale, Sunnyvale, CA

- **Front Desk assistant**
 - Answered phones with a cheerful attitude and directed them to the correct department
 - Registered guests who came to visit the school
 - Organized and full set-up of conference rooms for meetings
 - Maintained scheduled interview times and called for friendly reminders of appointments
 - Prepared outgoing mail, delivered incoming mail
 - Filed and organized student files and other documents
 - Ordered and maintained office supplies
- **Designed and creation of collateral and flyers**
 - Created official documents in Word, and spreadsheets in Excel
 - Designed flyers for upcoming events for the students
- **Worked campus events and functions**
 - Assisted in planning, coordinating and overseeing direct marketing campaigns in order to generate potential students in certain verticals for the school
 - Head of the student body and proactive in leading groups of students for campus functions and activities, such as open houses, orientations, club days, and events for the students
 - Professionally welcomed visitors and helped designate visitors to the correct locations and meetings
 - Called students that inquired information of the school and set appointments for them to meet with Admission Directors

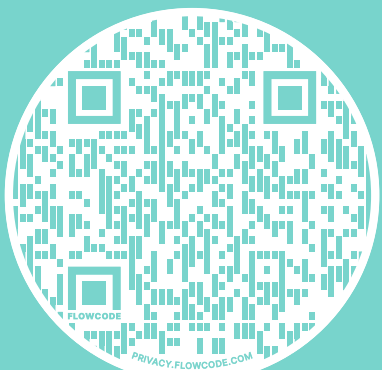
SKILLS, KNOWLEDGE AND ATTRIBUTES

- Programs
 - Word, Excel, Power Point, Photoshop, InDesign, Illustrator, DreamWeaver, Outlook, Box, Egnyte, MAC and PC systems
- Attributes
 - Personable, Energetic and always willing to take on extra responsibilities as needed, Time and Task Management to meet demanding and changing deadlines, Creative, Effective Speaking, Problem Solving, Strong organizational skills, Passionate for design and branding, Thrives in team environments, Inspired by feedback, Able to design within set guidelines, Attention to detail, The ability to learn quickly and efficiently, Longs to achieve high level skill sets and understanding of marketing

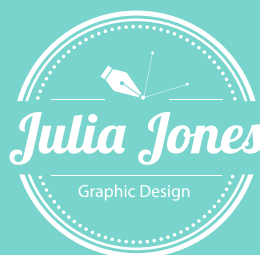
EDUCATION

- The Art Institute of California-Sunnyvale, Sunnyvale, CA
 - A.S. Graphic Design
 - B.S. Graphic Design

[Learn More About Me](#)



Thank You



Julia Jones
Marketing Coordinator & Graphic Designer

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