

## summary



Jaime is a talented designer, a thoughtful developer, great at layouts and creative strategy, but he also is a person who jumps in to find a solution to any problem. **Jaime is the person that everyone on our team turns to for creative support and problem-solving with client programs.**

— Sr. Creative Strategist, Dun & Bradstreet

## experience

### Iron Horse Interactive | Sr. Creative Producer | April 2022 – July 2024

- Provide end-to-end project management and creative direction across client campaigns
- Orchestrate client engagement and communication to define scopes, timelines, budgets, and deliverables
- Manage agency resources to ensure deliverables meet quality standards, align with client objectives, adhere to brand guidelines, and follow best practice
- Design multimedia client campaigns and assets from creative brief through delivery
- Produce video and animated content from pre-production through post-production stages
- Build and develop user-friendly interfaces and experiences (UI/UX) across digital platforms
- Partner with senior leadership and executive teams to create proposals, presentations, reports, etc.
- Support efforts across marketing, sales, event operations, etc.

### DigitalMarketer | Associate Creative Director | June 2020 – December 2021

- Design multimedia client campaigns and assets from creative brief through delivery
- Produce video and animated content from pre-production through post-production stages
- Build and develop experiences for events, web, email, content management systems (CMS), etc.
- Manage and lead a team of designers to encourage innovation, efficiency, and growth
- Review creative work to ensure deliverables meet quality standards, align with client objectives, adhere to brand guidelines, and follow best practices
- Provide end-to-end project management and creative direction across client campaigns
- Orchestrate client engagement and communication to define scopes, timelines, budgets, and deliverables
- Partner with senior leadership and executive teams to create proposals, presentations, reports, etc.

### Dun & Bradstreet | Sr. Graphic Designer | September 2015 – June 2020

- Design multimedia and traditional client campaign assets from creative brief through delivery
- Produce video and animated content from pre-production through post-production stages
- Build and develop digital experiences for web, email, content management systems (CMS), etc.
- Partner with senior leadership and executive teams to create proposals, presentations, reports, etc.
- Manage B2C social media content and community engagement across channels
- Support efforts across client engagement, project management, marketing, sales, etc.

## experience (continued)

### Dun & Bradstreet | Marketing Designer | July 2014 – September 2015

- Design marketing and sales assets across digital and traditional platforms
- Create content and campaigns optimized for digital platforms
- Oversee B2B social media content and community engagement across channels
- Partner with sales and agency teams to create sales proposals, presentations, etc.
- Support efforts across marketing, public relations, sales, event operations, customer service, etc.

### The Princeton Review | Marketing Designer | February 2013 – July 2014

- Design marketing and sales assets across digital and traditional platforms
- Create marketing campaigns and events across the region to generate leads
- Coordinate with business partners, vendors, and contractors to run successful marketing campaigns
- Oversee regional B2C social media content and community engagement across channels
- Support efforts across marketing, public relations, sales, event operations, customer service, etc.

### Specialty Food Association | Social Media Manager | April 2012 – February 2013

- Create content and campaigns optimized for social platforms
- Manage social media content planning and strategy to support sales and marketing initiatives
- Oversee community engagement to further grow the digital presence and brand reputation
- Design marketing assets across digital and traditional platforms
- Support efforts across marketing, public relations, sales, event operations, customer service, etc.

## education

### University of Bridgeport | B.A., Communications (Advertising) | May 2013

## career highlights

**12+ years** of integrated marketing and creative agency experience

**300+ brands** partnered with and trusted by to produce campaign results

**\$500k+ budgets** managed and coordinated with clients to achieve campaign success

**3M+ views** across video content for one integrated client campaign

**1M+ impressions** from the creation and launch of a brand with website plus content

**20% YoY increase** in client product sales driven by one integrated campaign

... and more!