



JAKE LAMAGDELEINE

GRAPHIC DESIGNER

PROFESSIONAL EXPERIENCE

Private Marketing and Design Consultant, Multiple Clients on Contract Basis, San Antonio, Texas

June 2018 - Current

- Full-service marketing packages that including any combination of brand development, logos, t-shirt design, print material, website design with e-commerce, social media design and management

Graphic Design Intern, Habitat for Humanity, Comal County, Texas

September 2018 - Current

- Leads and develops advertising campaigns for Habitat for Humanity's community events, including logos, t-shirts, and online promotion

Graphic Design Intern, Conversion Whale, San Antonio, Texas

June 2018 - August 2018

- Built comprehensive marketing packages for corporate clients developing branding, logos, and other collateral
- Met with clients to determine marketing needs and develop strategy documents
- Presented clients with three concepts for review; maintaining a 100% satisfaction rate on concept selections
- Tailored website templates to support the corporate marketing strategies defined
- Led projects to develop and update client social media to increase online presence
- Developed social media calendar of scheduled posts to maximize relevant content visibility clients social media

Graphic Designer, Student Brokers, Web-based Firm

July 2017 - October 2017

- Defined and managed company design standards document to raise the level of professionalism among the organization's designers
- Built comprehensive marketing packages for corporate clients developing branding, logos, and other collateral

Career Peer Assistant/Graphic Designer, Becker College, Worcester, Massachusetts

September 2015 - May 2018

- Designed, developed, and deployed print collateral for all Career Center events
- Assisted students in content and design revision of their resumes and cover letters
- Maintained an 'Excellent' rating on the customer service survey

Website Content Assistant, Becker College Marketing Department, Worcester, Massachusetts

September 2016 - May 2017

- Managed all updates in content and calendars to the Becker College website
- Routinely created new website pages and posts
- Trained new users on website update methods and regulations

DESIGN TOOLKIT

InDesign -	Advanced
Photoshop -	Proficient
Illustrator -	Advanced
Wordpress -	Proficient
After Effects -	Advanced
Adobe Premiere -	Proficient
Canva Design -	Proficient
Dreamweaver -	Beginner
Adobe Dimensions -	Beginner

EDUCATION AND ADDITIONAL SKILLS

Bachelor of Arts in Design, Concentration in Graphic Design, Becker College, Worcester, Massachusetts

Additional Coursework in Advertising and Marketing, Graduated Cum Laude

Adobe Creative Suite
Brand Development
Customer Service
Mailchimp Campaigns

Facebook Ad Manager
Website Development
Mail Campaigns
Publication Design

Conceptual Design
Microsoft Office Suite
Event Promotion
Social Media Marketing



jake.lamagdeleine@gmail.com



<https://www.linkedin.com/in/jake-lamagdeleine/>



jlamagdeleine.com