



Jamie Gold

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EDUCATION | 2005-2009 University of Illinois at Urbana-Champaign

BFA | Graphic Design and Photography

CDW | 1/2012 - 3/2020

Title: Graphic Designer, Photographer

For 8 years on the marketing team, I have grown from production designer to graphic designer and photographer. Taking over projects that were originally out-sourced saved CDW thousands of dollars. I took the initiative to internally market our diversity resource groups to ensure an inclusive workplace.

- Designed and developed catalogs, direct mail, email, promotional materials, advertisements, event displays
- Conceptualized and created original info-graphics and illustrations to visually inform audiences
- Conducted self-driven photo-shoots and meetings with leaders of our diversity-forward internal business resource groups to spread awareness of their missions throughout the company
- Financially boosted our company's marketing team by transferring work from out-sourced agencies to our internal team
- Managed multiple, time-sensitive projects on a daily basis, both individually and collaboratively
- Conducted photo-shoots of CDW employees and events to be used for social media, prospective career site, and marketing

IVY LANE DESIGN | 1/2010 - 6/2011

Title: Graphic Designer, Photographer, eCommerce and Social Media Expert

I was responsible for growth of traffic and sales for three eCommerce websites and social media platforms. Wearing many hats gave me the ability to truly test out new marketing strategies.

- Branding, identity, front-end web designs, advertisements, email marketing, SEO research
- Managed coding teams for three websites
- Grew traffic and sales through social media and blog
- Directed and photographed models and products for print and web

THE KEY TAROT | 1/2019 - Present

Title: Art Director, Graphic Designer, Photographer, Social Media Manager

As Art Director, I manage the creative and marketing department, lead photo-shoots, manage the printing production from start to finish, and oversee our collaborations with other teams and clients. Launching a community "challenge" successfully doubled followers on Instagram and product orders in one month's time.

- Branding and identity, 3-D packaging, booklet, jewelry, prints, and boxes
- Photography of models and products
- Art direction/styling for marketing promotions
- Managing social media accounts and community

FASHION EXPRESS | 5/2009 - 9/2009

Title: Graphic Designer, Photographer

At Fashion Express handbag manufacturing, I took on many responsibilities such as graphic and textile designs and web advertising. I took over the photography department and organized photo-shoots of products and models for web and print catalogs.

- Branding and identity design for individual handbag lines
- Designed and developed handbag catalogs
- Designed textile fabric patterns
- Lead photo-shoots of models and products

UIUC OFFICE OF ADMISSIONS | 5/2007 - 9/2008

Title: Graphic Designer

As a graphic designer for a Big Ten University, I was able to use my creative skills while following the strict brand guidelines of the educational institution. During my time there, I provided engaging designs for direct mail, catalogs, and other promotional materials aimed towards prospective students. I worked on materials in print and web formats for over 35,000 students and faculty.

SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Premier Pro, Bridge, Acrobat), Microsoft office (Word, Excel, Power Point), Keynote, Sketch, HTML, DIY Web Platforms (Squarespace, Wix, Wordpress), Digital photography, drawing and illustration, fine art