






JESSALYNE DIXON

SR. GRAPHIC DESIGNER

CONTACT

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EDUCATION

AA, Visual Communications

FiDM, Magna Cum Laude
San Francisco, CA | 2007

AA, Liberal Arts

American River College
Sacramento, CA | 2005

SKILLS

- Graphic Design
- Layout
- Organization
- Process Improvement
- Project Management
- Communication
- Team Management
- Operations
- Apple TV 4k App Design
- UI Design
- Pre-Press
- Interior Design

PROFILE

Responsible, hardworking and fast-learning with a diverse skill set ensures a readiness to tackle just about any project.

EXPERIENCE

SENIOR GRAPHIC DESIGNER / SOCIAL MEDIA MARKETING MANAGER

SUITEAMERICA | EL DORADO HILLS, CA | MAY 2018 - CURRENT

Established corporate housing provider for internationally recognized brands.

- Collaborate with Sales Leadership, VP & CEO to bring creative ideas to fruition.
- Manage several projects simultaneously while meeting strict deadlines.
- Establish new systems to improve daily processes and efficiency.
- Organize and plan social media and marketing campaigns according to company sales directives.
- Design and test new UI web page and Apple TV applications with remote development team.

GRAPHIC DESIGN / SOCIAL MEDIA MARKETING

THE EMERALD CUP | LAYTONVILLE, CA | MARCH 2017 - MARCH 2018

Northern California's yearly premier cannabis festival.

- Created dynamic social media graphics to increase event ticket sales and promote brand awareness.
- Designed and prepared all files for print.
- Communicated daily with a large team and hundreds of vendors and sponsors.

ASSOCIATE BRAND MANAGER

GRAPHICS & MORE | RANCHO CORDOVA, CA | MAY 2016 - DECEMBER 2016

Small, rapidly growing manufacturer and e-tailer of gift and novelty items.

- Managed social media and customer service departments.
- Created press releases, oversaw all public relations.
- Organized and planned social media and blog calendars.
- Created all branding and style guides.
- Discovered and implemented new systems to improve customer service and efficiency.
- Reviewed resumes and conducted interviews.

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AWARDS

California Arts Scholar, 2000

Received a full scholarship to CSSA

CERTIFICATIONS

Google Analytics Academy

Google | 2019

LANGUAGES

English | Fluent

Spanish | Beginner

PROGRAMS

- InDesign
- Illustrator
- Xd
- Photoshop
- Social Media Channels
- WordPress
- Google Analytics
- MailChimp
- Trello
- Slack
- Google Docs & Surveys
- MS Office Suite
- Mac & PC proficient

EXPERIENCE (CONTINUED)

OPERATIONS MANAGER / GRAPHIC DESIGNER

GRAPHICS & MORE | RANCHO CORDOVA, CA | SEPTEMBER 2014 - MAY 2016

- Maintained, serviced and corrected any issues with all printing and cutting equipment.
- Motivated, trained, and assisted production team in daily tasks.
- Invented the first branded wholesale / retail packaging in the company's history, sourced manufacturers, continued management of accounts.
- Illustrated thousands of images to be sold across multiple products.
- Developed new product categories with extensive testing.

OPERATIONS SPECIALIST

GRAPHICS & MORE | RANCHO CORDOVA, CA | OCTOBER 2013 - SEPTEMBER 2014

- Analyzed out of date practices and adapted them for maximum efficiency, saving over \$700 a week.
- Operated and maintained printing and cutting equipment.
- Engineered new batching systems to streamline processes.

PARTNER / LEAD DESIGNER / BRAND MANAGER

ROOM BY ROOM | SAN FRANCISCO, CA | SEPTEMBER 2009 - MARCH 2013

Home staging & interior design company.

- Co-founded company, hired and trained new employees, lead team.
- Managed multiple staging/ design projects simultaneously.
- Met with realtors to walk through homes on the market and discussed their needs and expectations.
- Planned and purchased furniture, objects and art thoughtfully and appropriately according to project from spatial recognition.
- Conceptualized and created storyboards for clients and pitched ideas at meetings.