

# JACKDALY

MULTIMEDIA DESIGNER  
ADVERTISING PROFESSIONAL

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## PROFESSIONAL EXPERIENCE

### DIGITAL REGISTRY, INC.

A Simple Thank You *June 2013 - Present*

Art Director. Chicago, IL

Joined startup organization as the sole creative/marketing professional responsible for corporate branding, advertising, design and marketing efforts

Conceptualized and implemented full corporate website redesign

Conceptualized and designed all traditional and digital advertising efforts including trade publication print ads, email, direct mail, digital display, and trade show signage

### LIN DIGITAL *June 2012 - June 2013*

Marketing & Design Consultant. Austin, TX

Assisted with the redesign and development of the corporate website

Conceptualized and designed marketing collateral, new business proposals, presentation template design, media strategy, brand research, creative mockups, and basic wireframing

### CRE8TIVE ASSETS *January 2006 - Present*

Art Director/Founder. Chicago, IL

Founded full-service creative and design group offering custom website design & development, print design, logo development/branding, small business brand development and promotion, and custom advertising solutions

Provided both traditional and digital advertising creative development

Employed, led & mentored another designer to deliver marketing, design, and creative solutions to small businesses

## PROFICIENCIES

Expert in Adobe Creative Suite Software:

Photoshop

Premiere Pro

Illustrator

Flash

InDesign

After Effects

Dreamweaver/Webstorm

Lightroom

Experienced in HTML5 and CSS3, responsive web design, typography, social media strategy & email marketing

Photography, lighting design, photo editing/retouching

Can manage multiple projects in unison

Extremely motivated to learn, organized and flexible

Commitment to team focused environments

## EDUCATION

**DEPAUL UNIVERSITY:** Chicago, IL

Bachelor of Arts, Advertising

College of Communications

Concentrations in Graphic & Web Design

**ACADEMIC AWARDS**

DePaul University Dean's List