



JADE GOLEN

creative co.

SKILLS

Adobe Creative Cloud

Illustrator
InDesign
Photoshop

CMS

WordPress
CommonSpot
Magento

CRM

Salesforce
Hobsons

Email Marketing

Pardot
Constant Contact

Paid Ads

Facebook Ads Manager

Google Analytics

EDUCATION

Master of Business Administration, Leadership and Change

The College of St. Scholastica
2021

Bachelor of Fine Arts, Graphic Design

University of Minnesota Duluth
2014

Associate of Arts

Lake Superior College
2012

EXPERIENCE

Marketing Manager | November 2022 – present

Marketing Specialist | August 2017 – November 2022

University of Wisconsin-Superior

- Serve as creative lead; oversee creative processes for the university and manage full-time graphic designer and social media student positions
- Lead and manage brand review processes for internal and external stakeholders, develop brand guidelines and write creative usage policies
- Design billboards, viewbooks, landing pages, Google ads, emails, promotional materials, signage, interior spaces, event booths and more
- Collaborate with key stakeholders to plan high profile campaigns and marketing materials, such as the “Find your Superior” brand campaign
- Develop an annual admissions marketing plan; adhere to deadlines and a \$180k budget
- Write, design, implement and evaluate automated communications and drip campaigns via Salesforce, Pardot and Constant Contact
- Manage select university and admissions social media accounts and place paid ads

Graphic Designer/Internet Marketing Specialist

January 2015 – August 2017

Duluth Pack

- Designed web and print graphics including lookbooks, emails, ads, web banners, packaging, apparel, store signage, product tags and more
- Mentored three marketing interns
- Designed, built and sent twice-weekly emails via Constant Contact, helping to grow email subscriber list from 30,000 to over 110,000
- Maintained and updated select aspects of duluthpack.com via Magento, including homepage layout, banners, graphics and photos
- Added and edited products on website
- Developed positive working relationships with print and signage vendors, prepared artwork for print production and conducted print purchasing process
- Product and lifestyle photography

Apparel CAD Designer

June 2014 – January 2015

Maurices

- Designed over a dozen original prints and patterns for apparel that were sold on maurices.com and in over 900 Maurices stores
- Created pattern repeats from purchased prints, designed and updated seasonal line sheets, and prepared artwork for production
- Collaborated and visioned across teams, such as Sourcing, Design and Trend, and Merchandising
- Intern-to-contract position; offered immediate employment upon completion of paid summer internship



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SOFT SKILLS

Interpersonal

Strong collaborator
Effective communicator
Relationship builder
Dependable

Leadership

Empathetic
Ethical
Positive attitude
Active listener

Thinking

Creative
Strategic
Critical thinker
Problem solver

Working

Detail-oriented
Organized
Adaptable
Self-motivated

Head Graphic Designer

August 2013 – December 2014
UMD Statesman Newspaper

- Supervised, mentored and trained graphic designer on newspaper best-practices and layout in InDesign; delegated work tasks
- Trained editors on InDesign, assisted with section layouts and provided technical and design expertise as needed
- Designed and illustrated supporting article graphics, info-graphics and charts for news stories
- Designed weekly ads for local businesses to be placed in the paid ads section of the newspaper
- Oversaw final look and feel of the weekly publication and assembled final publication in InDesign
- Packaged and prepared artwork for print production; dispatched publication via an FTP client

CERTIFICATIONS

Google Analytics Certification

Google Digital Academy (Skillshop)
2022

Advanced Certificate in Equity and Diversity

University of Wisconsin-Superior
2019

Social Media Marketing

Hootsuite
2019