

Jared Jones

Art Director & Designer

Experienced marketing professional with 18 years of agency and in-house design & project management expertise. Specializes in strategic solutions that achieve client goals and deliver results.

EDUCATION

Bachelor of Arts, 2001
Southeastern Louisiana University (Hammond, LA)

SOFTWARE

- Adobe Creative Cloud Suite (*Photoshop, Illustrator, Indesign, Premiere, After Effects*)
- Proficiency with Excel, Word, Power Point, Apple Productivity Apps
- Project Management Tools (*Workamajig & Basecamp*)
- Comfortable with Macintosh or PC

EXPERIENCE

Senior Design Manager

Marriott International (2012 - 2018)

- Worked cooperatively with key stakeholders to quickly and efficiently access and support the fulfillment of projects.
- Responsible for presenting new concepts and creative to marketing directors and other leaders.
- Maintained vendor relationships for assigned projects. Managed production and scheduling for internal and external clients and vendors. Provided accurate print quotes working within requested budget demands. Managed and developed new creative that reflected appropriate brand style, segmentation, and positioning for Gaylord Hotels and their subsidiaries as well as other licensed IPs and marketing partners.
- From conceptualization to completion, I participated in or led the creative process for various deliverables, including Brand Positioning and Collateral, Logos, Online Ads, Social Media, Print Ads, Infographics, Website Updates, Photography, and Videos.
- Assisted in developing and integrating brand graphic standards to ensure a consistent look for Gaylord Hotels, its attractions, and events.

Senior Graphic Designer

Gaylord Hotels
(Graphic Designer 2008 - 2011 • Senior Graphic Designer 2011- 2012)

- Developed marketing campaigns and materials to support Gaylord Hotel Resorts, Gaylord Springs, Wildhorse Saloon, and The General Jackson Showboat.
- Focused on leisure marketing as well as managing the design team's production of creative seasonal special events. Created and revised print and multimedia collateral to reflect current branding.
- Art directed photoshoots.
- Monitored the progress of all assigned projects from conception to completion and provided continuous communication to the marketing team with status updates.

Art Director

Chef John Folse & Company (2006 - 2008)
Chef John Folse & Company is the parent company of Chef John Folse Manufacturing, Chef John Folse Bakery Division, and Bittersweet Plantation Dairy, Lafitte's Landing at Bittersweet Plantation, White Oak Plantation catering & events.

- Managed creative staff, organized workloads, and distributed projects among teams to meet production goals.
- Collaborated with the CEO and sales team to evaluate design concepts for packaging and product promotions.
- Designed new custom packaging and modified existing creative to provide functional and cost-effective packaging solutions.
- Researched production specifications, costs, production materials, and manufacturing methods as well as provide cost estimates for production.

Production Manager

Moran Printing (2003 - 2006)

Graphic Designer

O'Carroll Group (2000 - 2003)