

# Jaclyn M. Ray

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## OBJECTIVE

To bring my experience, training, and education to a growing creative team dedicated to building brand recognition for a wide range of clients.

## SUMMARY OF QUALIFICATIONS

- Proficient in Adobe Creative Suite
- Experience with special event marketing and promotion
- Experience in campaign design and promotion
- Experience with social media marketing and analytics
- Experience with e-Newsletter and e-mail marketing and analytics
- Experience with copy writing
- Recognized for being a team player
- Recognized for exceptional communication skills
- Recognized for exceptional time management and prioritization

## PROFESSIONAL EXPERIENCE

### OWNER, J.R. WEB SOLUTIONS | 2014-PRESENT

- Work with small businesses and non-profits as a marketing consultant
- Design and maintain websites
- Design promotional material for events
- Design marketing material using best practices

### MARKETING DIRECTOR, SCS VAPE | 2014-2019

- Developed company branding and marketing standards
- Designed and implemented company marketing materials
- Planned and oversaw company events and community involvement
- Provided creative guidance and marketing recommendations
- Worked with media outlets on contracts and trade agreements
- Designed and managed the company's websites and social media

### SENIOR INTERACTIVE DESIGNER, ADM | 2012-2014

- Worked closely with sales representatives to deliver innovative ideas to generate campaign leads for sales and revenue purposes
- Managed multiple projects of varying complexity and priority
- Collaborated with members of a cross-functional team
- Developed marketing materials for agency clients
- Designed and developed websites for agency clients
- Provided creative guidance and made recommendations to messaging, programs and technology

## EDUCATION

- MS | University of Houston - Victoria | *currently pursuing*  
Major: Publishing | Minor: Marketing  
GPA: currently 4.0 Major | 4.0 Minor
- BAAS | University of Houston - Victoria | 2021  
Major: Communication | Minor: Marketing  
GPA: 4.0 Major | 4.0 Minor
- AAS | Victoria College | *August 2020*  
Major: Art - General Studies
- AAS | TSTC - Waco | *May 2005*  
Major: Commercial Art and Advertising

## ASSOCIATIONS HONORS

- Member of the National Honor Society | 2021 – 2022
- Member of the Honor Society Phi Kappa Phi | 2021 – 2022
- ADDY Award Winner | 1 gold, 2 silver, 2 bronze | 2013
- ADDY Award Winner | 1 gold, 1 silver, 3 bronze | 2012