



JESSICA ROSADO

Creative Director

Work Experience.

Rice Consulting Creative Director

2018-2022

- Work directly with client to ideate and execute all branding, advertising and marketing strategy
- Manage projects and team from ideation through fruition
- Generate proposals and decks, and manage various timelines for projects, making sure the job is expertly completed within the allotted timeframe and budget
- Oversee social media marketing, content and presence for Rice Consulting, as well as clients
- Marketed, created and launched over 50 client websites, bringing in over \$100,000 of extra revenue
- Assist in client fundraising efforts by setting up contribution pages and links, creating invitations, both for print and digital
- Procure and negotiate with direct printing companies and vendors

Philadelphia Media Network Senior Interactive Designer

2017-2018

- Responsible for ideating and executing online and print advertising creative from concept to production
- Managed and supported team of junior designers and copywriters
- Create concept designs for new business as well as native campaign executions for both local and national accounts
- Works directly with Director, Branded Content and Strategic Sponsorships and Creative Director, Digital

Union + Webster Designer


2017

- Met with clients to determine the scope of a project, including needs, audience, budget, timeline, desired end result
- Ideated and executed digital, print and social campaigns based upon client's brand guidelines, audience, and feedback
- Managed team of copywriters, developers, illustrators, printers, & social media marketers to launch successful campaigns/products

Production Designer

2016

- Designed various products working in-line with client assets and resolved any artwork issues that arose
- Clients include: Google, VMware, Cisco, Disney, Fox Searchlight, Plex, ServiceNow, EA, Fox, Intel, IBM

 (443) 504-4713

 dearjessicarosado@gmail.com

 Bel Air, MD

 [/thejessicarosado](https://www.linkedin.com/in/thejessicarosado)

About me.

I am a Creative Director with over 10 years of experience in project management, advertising, creative lead, print and computer aided design in a variety of industries. Proven ability to transform client ideas into beautiful, functional design and brand solutions.

References.

Douglas Sonders

Producer / Founder

8112 Studios

P : +703-618-4110

M : douglas@8112studios.com

Anibal Rosado

Vice President, Digital Products
Townsquare Media

P : +917-865-3103

M : anibal@townsquaredigital.com

Connie Sommerville

Vice President, Creative Services
Townsquare Media

P : +424-208-9758

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JESSICA ROSADO

Creative Director

Work Experience Cont.

Townsquare Media Production Designer

2013-2016

- Created engaging digital ads for radio station clients in order to establish a digital presence in their respective markets
- Completed assigned design queue each day while working remotely
- Worked with rest of design team and Director to accomplish team goals and streamline client/user experience
- Reported directly to Creative Services Manager to meet deadlines and evaluate client needs

Skills.

Art Direction, Creative Direction, Project Management, Business Development, Desktop and Mobile Applications, UX/UI, Mac OS, Windows OS, Web Design, Microsoft Suite, Adobe Suite, Google Suite, Sketch, Figma, Ceros, Social Media Marketing, Blogging, Color Theory, Photography, Retouching, Podcasting, Producing

Education.

Associate of Arts 2022

Harford Community College


While I do not currently hold a higher degree, my work experience is equivalent to that of a Master's degree

Portfolio.

umecreativeagency.com/corporate-portfolio

umecreativeagency.com

As I have worked in many different industries throughout my career, my portfolio only showcases a small sample. If you are looking for something specific, please don't hesitate to reach out, at dearjessicarosado@gmail.com.

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More about me.

I am a wife, mother of two teens, and a 4lb. Yorkie. When not working I am usually hiking, trail running, exploring, gardening, cooking, or watching and listening to true crime documentaries and podcasts. I enjoy strong coffee and classical music. It's nice to meet you!

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JESSICA ROSADO

Creative Director 

Dear hiring professional,

For the last decade-plus of my career, I have leaned on my creative skill-set to carve out a career within the arts that has allowed me to work my way up from a freelance designer all the way to the esteemed role of Creative Director. While I've worked for companies ranging from start-ups, to large publicly-traded institutions and everything in between, as of late I have found myself wanting a change - a new challenge. I am looking for a role with a company and culture that values self care, mental health, and supports and encourages healthy work/life balance and inspires me to live my best life.

Taking the last few years for introspection and reflection on my career and life, like many of us navigating the COVID-19 pandemic, I have come to the realization that I want to take my skills into a new chapter of my career with a new company that is ripe for growth and values hard work and talent. I wholeheartedly believe that this is in fact the right home for me.



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