

JESSICA VERGOTTINI

Marketing & Art Director

9 Park Avenue, Rutherford, NJ 07070 | (201) 741-1563

www.jessvergottini.com

SUMMARY

A multi-disciplinary designer specializing in **Marketing** and **Art Direction**, **UI/UX Design**, and **Front End Development**, I have over 13 years of experience developing numerous projects concurrently from inception to completion.

SKILLSETS

Photoshop	SEO/Google AdWords	Word
Illustrator	E-Commerce	Excel
InDesign	CSS/CSS3	PowerPoint
Dreamweaver	HTML/HTML5	Keynote
InVision	E-Marketing	Outlook
Marvel	Social Media	Mac & PC

EXPERIENCE

Senior Marketing Specialist • New Jersey Innovation Institute

April 2018 - Present • Newark, NJ

- Build and develop company's first ever Marketing department for a staff of over 120 employees
- Lead the creation and implementation throughout all departments of both internal and client-facing collateral, E-Marketing, SEO, Google AdWords and Social Media campaign strategies
- Hire and manage team of Marketing support persons and provide direction and feedback before passing off to company executives for final approval
- Branded new for-profit sector, Healthcare Innovation Solutions, Inc., and execute brand strategy and messaging across all facets including the company's flagship product, Measures Manager™, that's responsible for over \$151 million in healthcare savings
- Design and develop the UI/UX of B2B Measures Manager™ website and implement essential plugins for optimal marketing and support outreach
- Product Design responsibilities included redesigning new UI/UX screens for Measures Manager™
- Lead Product Designer for new "Rapid Prototyping" sector providing proof of concept strategies to NJII's most notable clientele including *Hackensack University Medical Center*, *Horizon*, and *RWJ Barnabas Health*
- Assist in the front end development of new UI to hand off to backend developers for database integration

Art Director • NJ Tech Team

August 2015 – December 2018 • Freelance

- Executor of all Digital Marketing, Art Direction and Web Development projects on behalf of the firm's vast list of notable area clientele including *Acme Cosmetics*, *HillviewMed*, *Brix City Brewing*, *Canete*, *RFS Commercial*, *Bergen Catholic High School*, *GMA Sales Inc.*, *Lanzo Plumbing* plus many more
- Front End Developer with a primary focus on web responsive design for all informational and e-commerce websites
- Shopify e-commerce platform & plugin expert
- UI/UX design and research responsibilities include creating target market Persona Profiles, Feature Prioritization, Card Sorting, A/B Testing and the organizing of information architecture for all web related projects
- Execution of all marketing collateral on behalf of the firm including the design and development of their responsive website, business cards, flyers, e-marketing campaigns, social media management and advertising
- Responsible for client pitches including the build out of proposals and contracts

JESSICA VERGOTTINI

Marketing & Art Director

9 Park Avenue, Rutherford, NJ 07070 | (201) 741-1563

www.jessvergottini.com

Director of Marketing • The Goldstein Group

January 2013 – April 2018 • Paramus, New Jersey

- Coordinate, manage and design all company related marketing collateral including but not limited to flyers, mailers, brochures, banners, tradeshow graphics, exhibits, e-marketing blasts, social media marketing, advertisements and press releases.
- Brand developer of new sub-division: TGG Urban
- Design and develop new responsive website
- Manage and update property listings across all outlets including brochure, website, Loopnet, CoStar, e-marketing blasts, and master lists
- Photograph and color correct all staff headshots
- Author bi-weekly Press Releases and distribute them to their respective media lists and web forums
- Keep all Social Media pages up to date with the latest news, property exclusives, press releases and other firm related announcements
- Supervise staff of Marketing interns in their day to day tasks

Office Manager & Assistant Graphic Designer • HDR Inc.

July 2008 - January 2013 • New York, NY

- Design/Marketing responsibilities include setting up and modifying PowerPoint presentations as well as putting together and finalizing company & project branded publications by utilizing Adobe InDesign and Photoshop
- Answer constant stream of phone calls and traffic of employee requests regarding phones, supplies, procedures, rubber stamps, printing, general problems, etc.
- Mail and package deliveries, process outgoing mail, UPS, and FedEx packages.
- Order and stock office and drafting supplies
- Employee set-up (pre-coordination of incoming employee, set-up of workspace, send various related e-mails)
- Program phones after employee moves and departures
- Coordinate operation of loaner digital cameras, and computer projectors (including charging batteries, troubleshooting problems, downloading cameras, ordering missing cables, etc.)
- Review invoices and resolve all billing issues

INTERNSHIPS

Graphic Design Intern • Advance Digital

June 2007 - August 2007 • Jersey City, NJ

Graphic Design Intern • Corcoran Wexler

May 2006 - June 2006 • New York, NY

EDUCATION

The Art Institute of Pittsburgh

Bachelor's Degree

Graphic Design

General Assembly

Certification

UX Design Circuit