

JACQUELINE DRAS

Graphic Design • Web Design • Social Media Marketing

SUMMARY

A dynamic and results-oriented graphic/web designer with over 17 years of hands-on agency experience in the design and marketing industries. Areas of expertise include digital marketing, CMS web design and corporate brand identity cultivation. Demonstrates excellent work ethic, adaptability and design mastery.

PROFESSIONAL EXPERIENCE

Jul 2018 - Present

Global College of PME, Maxwell AFB, AL (remote) -

Graphic Artist/Web Designer

- Provided cutting edge graphics worldwide online technical education school to support over 200 online courses for active duty service members.
- Responsible for managing robust video library of over 500 actively used courseware videos which are instrumental in online coursework.
- Created all printed materials including newsletters, banners, posters, brochures, flyers and business cards utilizing Adobe Creative Cloud software.
- Edited and processed over 500 videos to be used on Canvas and YouTube for active online courseware.

Apr 2016 - Present

Jacqueline Dras Design

Freelance Graphic / Web Designer

- Created robust, mobile responsive websites for over 15 clients, providing vital business presence.
- Provided over 25 freelance clients with essential brand identity design and social media marketing to drive business response.
- Provided publication design for independent authors publishing books on amazon and instrumental in keeping budget costs affordable.
- Collaborated with businesses of all sizes worldwide to provide crucial graphic support while keeping costs within budget restrictions.

Sep 2020 - Jan 2025

Unicity International, Provo, UT (remote) -

Graphic/Web Designer

- Concepted and designed social media graphics and online advertisements to promote brand marketing objectives.
- Collaborated with team of 3 designers to continuously come up with ideas, graphics and animations for newly launched product campaigns.
- Created graphics, layouts, graphic elements and social media marketing campaigns to support worldwide supplement markets.

Apr 2016 - Aug 2016

Aspen Leaf Print and Copy, Buena Vista, CO -

Graphic/Web Designer

- Responsible for daily pre-press production for over 500 clients to ensure no costly press downtime.
- Provided essential client consultation for daily walk-in clients and creative strategizing to achieve business objectives.
- Created stunning e-Commerce Wordpress websites to help drive business to small town businesses.

Jan 2013 - Apr 2016

Ohio Masonic Home, Springfield, OH

Graphic / Web Designer

- Responsible for design and maintenance of over 10 Wordpress websites to support senior living communities.
- Collaborated with multi-level marketing dept to create ideas, scripts and advertising for multiple events and bring attention to senior living activities.
- Spearheaded the implementation of award-winning digital press print shop and helped reduce print costs by over \$10K per year.
- Created stunning quarterly magazine and newsletter utilizing Adobe Creative Cloud with over 95K active circulation.

CONTACT

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SKILLS

- Adobe Creative Suite
- Figma
- Sketch
- Canva
- Wordpress
- Wix
- HTML/CSS
- Microsoft Office
- OCR 508 PDF Processing
- Print Pre-press
- AFPIMS DoD web system

EDUCATION

May 2005

BACHELOR OF FINE ARTS

Visual Communications
Advertising Minor

Northern Arizona University,
Flagstaff, AZ

FREELANCE

Oct 2024 - Present

- Northern Sentry Newspaper
(northern Sentry.com)

- Becker Digital
(beckerdigital.com)

July 2024 - Present

- Utah County Arts Board
(utahcountyart.com)

July 2021 - Present

- Pensacola Sailing Academy
(pensacolasail.com)

Mar 2020 - Present

- Walden Chamber Music Society
(waldenchambermusic.org)

Apr 2016 - Present

- Dyer Media Group
(dyermediagroup.net)

REFERENCES

Available on request