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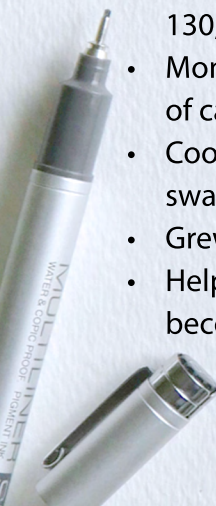
W jessicamey.com

E jess@jessicamey.com

An art and data-driven communicator with over fourteen years of experience creating engaging and innovative designs and communications.

Waste Reduction Coordinator, Marketing Coordinator

Marion County, Oct 2014–July 2017, July 2018–Present

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- Strategy, creation, and coordination of \$350K+ marketing and communications budget.
 - Creates and implements outreach campaigns across multiple platforms.
 - Designs, writes, edits and coordinates publication of external communications with a distribution to 130,000 households.
 - Monitors performance to increase engagement of campaigns.
 - Coordinates and plans repair events, community swaps, county-wide meetings, and reuse events.
 - Grew unique webpage views by 35%.
 - Helped increase Facebook presence by 2058% to become the most liked Marion County division page.
 - Increased the average organic post reach to more than 760 per post in 2018.
 - Participated as Public Information Officer in training for Emergency Management.

MEDIA brochures, instructional booklets, pamphlets, books, newsletters, advertisements, postcards, posters, logos, business cards, web sites, surveys, videos, augmented reality, photography, illustrations, painting, sketching, and mixed media.

SOFTWARE Adobe Creative Suite including Web and Print Design Programs, InDesign, Illustrator, Photoshop, Acrobat Pro, Flash, Dreamweaver, Fireworks, HTML, Avid Studio, Wordpress, Microsoft Word, Excel, Powerpoint, and Adobe Spark.

EDUCATION Bachelor of Science, Fine Arts–Visual Design, University of Oregon, 2001, Continued training through Lynda.com, 2009–Present

COMMUNITY INVOLVEMENT

Salem Community Supported Arts&Culture — Co Founder
 KМУZ DJ and Podcaster
 Salem Puppet Parade— Founder
 Salem Free Art Friday — Founder
 Repair Fair & Share — Founder
 Salem Sketchers — Coordinator
 Little Free Library — Steward and Organizer
 Salem Etsy —Founder/Team Captain
 Artist in Action—Member



EXPERIENCE CONTINUED

Freelance Artist, Various Clients, Oct 2003–Present

- Consulting and creation of multimedia and print publications for non-profits and small businesses.
- Art instruction for children and adults in diverse communities.

Owner, DIY Studio Sept 2010– Sept 2014

- Provided instruction to students in studio workshops.
- Developed art education curriculum for both children and adults.
- Secured funding through grants and community partnerships.
- Provided materials and ordered supplies for courses.
- Designed newsletters, web site, blog and print materials.
- Produced instructional videos and publications for use in the studio.
- Curated and created content for blog and social media.

Owner, Charmed June 2006–Sept 2010

- Designer and inventor of movable artisan jewelry and charms.
- Created brand identity, packaging and implemented marketing strategies.
- Designed marketing materials including trade show displays, catalogs, direct mailings, brochures, advertising, and web site with integrated shopping cart.

Marketing Coordinator, University of Oregon Housing Jan 2002–Oct 2003

- Designed and produced a wide variety of multimedia and print publications and promotional products for residence halls, family housing, dining, facilities, catering and conference services, which were used for recruitment and marketing of approximately 25,000 potential customers annually.
- Created diagrams, graphics and illustrations.
- Took photographs and maintained photo and publication archives.
- Participated in campus think tank discussions.
- Coordinated design and production details and specifications with University of Oregon Printing and Mailing Services as well as off-campus printing agencies.
- Developed and tracked project budgets and details to include materials, timing and production costs.
- Produced design projects from conception to delivery to ensure timeliness and cost efficiency.

REFERENCES

Available on request

