JACQUELINE CRAFT

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jacquelinecraft.com

EDUCATION

Ball State University
Bachelor of Fine Art   **May 2023**
     Concentration: Visual Communication
     Minor: Graphic Arts Technology
     Minor: Metals/Jewelry
Bachelor of Art   **May 2023**
     Concentration: Art History

EXPERIENCE

Graphic Designer   **September 2023—Current**
Blue River Digital - Columbia City & Warsaw, IN
- Executed marketing campaigns for 40+ auction companies, creating diverse promotional materials, such as ads, postcards, brochures, social media graphics, etc.
- Utilized large format printers to produce high-quality marketing materials
- Formulated client-specific budgets and strategic marketing plans for effective campaigns
- Collaborated with multiple print shops and advertising channels to efficiently submit client materials, ensuring execution of marketing campaigns

Graphic Designer   **July 2023—September 2023**
You The Fan - Warsaw, IN
- Developed mock design and production files various production for 200+ teams, ensuring compliance with branding and licensing guidelines of major sports leagues including NFL, MLB, NHL, and NCAA

Graphic Design Intern/Graphic Design Assistant   **May 2022—August 2022/May 2023—December 2023**
Minnetrista Museum & Gardens - Muncie, IN
- Developed digital and print advertisements for 3+ seasonal events
- Maintained adherence to multiple event brand guidelines concurrently
- Designed all-encompassing signage, icons, and promotional materials for the Faeries, Sprites, and Lights community event, drawing 1,000+ attendees
- Produced printed materials, utilizing in-house printing resources and overseeing the preparation of larger print job files for professional print shops

Marketing Intern   **April 2021—February 2022**
Consolidated Property Management - Muncie, IN
- Developed marketing campaigns and schedule social media posts across multiple platforms
- Updated all floor plan graphics to increase spatial understanding, visual appeal, and brand recognition

SOFTWARE EXPERIENCE
- Adobe Creative Cloud (Acrobat, AfterEffects, InDesign, Illustrator, Photoshop)
- Code (HTML, CSS, JQuery)
- Figma

ACADEMIC ACHIEVEMENT   **February 2023**
- 2023 BSU Juried Art Show - Muncie Art Student's League Award Recipient   **February 2023**
- Art History Research Presenter at the Annual Ball State History Conference   **Fall 2021**
- Studio 165+ Member - *Student-led design studio focused on collaboration and learning*
- Leadership Class Study Abroad Experience in Dublin, Ireland   **March 2020**