

JAIME MARKLE

SKILLS

- Print & Web Design
- Marketing
- Corporate Branding
- Tradeshows & Expos
- Email Marketing & Social Media
- E-Learning & Training
- Forms
- WCAG/508 Design for Accessibility
- HTML, CSS, PHP, JavaScript, MySQL & Web Standards
- Adobe Creative Suite: Acrobat, Dreamweaver, Illustrator, InDesign & Photoshop
- Microsoft Office

A detail-oriented, motivated & creative designer, possessing imaginative marketing skills, with the ability to merge the two into powerful campaigns with measurable results.

EXPERIENCE

SENIOR GRAPHIC DESIGNER | PA Higher Education Assistance Agency (PHEAA): Harrisburg, PA
June 2013 – present

- Designs various collateral for students of all ages promoting college & career planning.
- Develops presentations & training tools to aid in employee development & advancement.
- Responsible for providing WCAG 2.0/508 compliant web PDFs for the visually impaired.

MARKETING SPECIALIST | Cloister Wash & Lube: Ephrata, PA
May 2010 – January 2013

- Oversaw the marketing production schedule.
- Assisted in developing & executing creative direction for marketing programs, promotions, expos & special events.
- Designed all creative for print, web, social media, email marketing & e-Commerce platforms.
- Maintained & wrote code for websites using: HTML, CSS, PHP, MySQL & Javascript.
- Ensured brand consistency throughout all marketing materials.

DESIGNER | Windstream/D&E Communications: Ephrata, PA
April 2008 – January 2010

- Developed graphic concepts & artwork for various print materials all while adhering to the brand's standards.
- Coordinated production & scheduling of jobs, including projects with outside vendors.

MARKETING COORDINATOR/PRODUCTION COORDINATOR | Carlisle SynTec/Versico Inc: Carlisle, PA
May 2006 – April 2008

- Developed & implemented marketing strategies for various clients within the SynTec umbrella, coordinating each task from concept to completion.
- Designed various collateral & packaging keeping consistent branding throughout all designs.
- Coordinated with printers & other vendors to schedule production of printed materials.

GRAPHIC DESIGNER | Boscov's: Reading, PA
August 2005 – June 2006

- Designed weekly newspaper tabloids for men's, infant's, toddler's & girl's departments.
- Created ads, direct mail pieces, ROPs & other collateral for new store openings & PR campaigns.

EDUCATION

KUTZTOWN UNIVERSITY | Kutztown, PA,
Bachelor of Fine Arts – May 2005
Communication Design, concentration in Graphic Design

SAWYER SCHOOL | Pittsburgh, PA,
Associate Specialized Degree – January 2000
Marketing & Merchandising Management

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