

JESSICA SCHILLING

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A creative, detail-oriented designer, editor and writer with experience in print, display and online and a proven ability to manage projects from concept to production.

CAREER HISTORY

Oct 07 – present | **Web/Print Marketing Designer.** GoDaddy.com, Cedar Rapids, IA

- ✕ Produces online items including front-of-site promotions, product landing pages, e-mail and related material
- ✕ Produces physical items including direct mail, print ads, giveaways and collateral, signage and apparel
- ✕ Collaborates extensively with editorial staff to create consistent, effective campaigns across multiple media
- ✕ Works closely with developers to ensure usability, consistency and clean coding

Nov 06 – Oct 07 | **Marketing Coordinator (Editorial and Design).** American Rental Association, Moline, IL

- ✕ Edited and designed newsletters, magazine ads, direct mail and trade show materials
- ✕ Produced online content, emphasizing usability and continuity between print and Web
- ✕ Worked closely with printers, including price comparison, prepress and press checks
- ✕ Retouched photos and created original illustrations and information graphics
- ✕ Worked with other departments within the association to set and develop house style

May 06 – Oct 06 | **Creative Director.** Inspiration Matters/Inspired Signage, London, UK

- ✕ Directed team of graphic designers on industry-leading digital signage projects
- ✕ Managed design aspect of projects from sales handover to client delivery
- ✕ Edited and designed corporate marketing materials
- ✕ Redesigned corporate identity guidelines and established house style
- ✕ Worked closely with developers on signage software usability

March 05 – May 06 | **Features Editor.** Criterion Publishing, Buckinghamshire, UK

- ✕ Sourced, wrote and edited features
- ✕ Redesigned and relaunched two internationally recognized trade publications
- ✕ Designed and coded accompanying Web sites for parallel launch date
- ✕ Produced advertising and trade show graphics
- ✕ Represented publication at international exhibitions and symposia

Aug 03 – March 05 | **Managing/Production Editor.** World Media Publishing Ltd, London, UK

- ✕ Managed workflow and editorial for annual 500-page Best Loved Hotels guidebook
- ✕ Managed all marketing editorial and design, including house style guides
- ✕ Sourced print and negotiated print contracts
- ✕ Acted as principal designer on all print products
- ✕ Wrote, edited and designed material for relaunch of corporate Web site
- ✕ Managed integration of XML-based content management and page layout system

Nov 01 – Dec 02 | **Features Editor/Page Designer.** The Albany Herald, Albany, GA

- ✦ Assigned and edited features sections
- ✦ Designed front and inside pages for features and news sections
- ✦ Wrote opinion column, film and concert reviews and general features

June 01 – Oct 01 | **Assistant Editor.** Los Angeles Philharmonic Association, Los Angeles, CA

- ✦ Designed and edited monthly Hollywood Bowl Magazine, including weekly program insert
- ✦ Researched and wrote stories, program notes and other material
- ✦ Edited and retouched photographs

May 98 – May 01 | **Publications Specialist/Lecturer.** Fiske Planetarium, Boulder, CO

- ✦ Designed and edited fliers, brochures, posters and in-show graphics
- ✦ Programmed, scripted and created artwork for new planetarium programming

April 00 – May 01 | **Editor/Designer/Reporter.** The Arts Paper, Boulder, CO

- ✦ Created design templates for premiere issue; edited and designed subsequent issues
- ✦ Wrote features and news stories
- ✦ Created photo illustrations and other art

April 99 – Jan 01 | **Freelance Music/Features Writer.** Boulder/Denver, CO

- ✦ Wrote classical music reviews and general features for the Denver Post and the Boulder Daily Camera

EDUCATION

Bachelor of Science, Journalism (print/design) | Valedictorian, School of Journalism & Mass Communication

Bachelor of Arts, Music (clarinet/musicology) | Highest honors

University of Colorado at Boulder, 2001

SOFTWARE

Design/graphics: Photoshop, Illustrator, Quark XPress, InDesign, Acrobat, Flash (basic)

Web: HTML (raw and using Dreamweaver), CSS, XML, Joomla, DotNetNuke, WordPress

Administrative: Microsoft Office 07, Mercury Quality Assurance, Maximizer

Operating systems: Windows (XP and Vista), Macintosh

REFERENCES

Available upon request.