

JESSICA SCHILLING

Lawrence, Kansas

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A creative, detail-oriented designer, editor and writer with marketing and social media expertise, experience in print, display and online and the ability to manage projects from concept to production.

CAREER HISTORY

Sept 10 – Present | Social Media Specialist. The World Company, Lawrence, KS

- Concept, manage and execute social media campaigns for Lawrence Journal-World advertisers
- Work with sales and editorial staff to increase overall social media presence and engagement
- Plan and implement social strategy for Journal-World and other World Company properties

April 10 – Sept 10 | Graphic Designer. PlattForm Advertising, Lenexa, KS

- Created Web sites, e-mail promotions, print tie-ins and related material
- Collaborated with writers, client services staff and others to maintain cross-media consistency
- Worked with both internal and external clients on a variety of higher education accounts

Oct 07 – April 10 | Web/Print Marketing Designer. GoDaddy.com, Cedar Rapids, IA

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

Nov 06 – Oct 07 | Marketing Coordinator. 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 features for the Denver Post and the Boulder Daily Camera

EDUCATION

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

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, Drupal, Joomla, DotNetNuke, WordPress

Administrative: Microsoft Office 07, Mercury Quality Assurance, Maximizer

Operating systems: Windows (XP and Vista), Macintosh

REFERENCES

Available upon request.