

# Jacklyn Diane Smith

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## Experience

### ART DIRECTOR CLUB PILATES • 2020 – PRESENT

Currently oversee creative team and manage all campaign design, photo and video production, social media content and management, print and digital advertising and copywriting for over 1000 franchised locations.

### GRAPHIC DESIGNER CLUB PILATES • 2017 – 2020

Managed over 60 monthly creative requests, communicating directly with franchise partners and designing for all print and digital media including email, paid advertising, studio buildout signage and more. Promoted to Content Marketing Manager and took over national and local social presence.

### GRAPHIC DESIGNER BOUNCE SOCIETY • 2018 – 2020

Social media, print and email marketing for boutique fitness studio.

### GRAPHIC DESIGNER GASKINS MARKETING • 2016

Social media, email and TV advertising design for marketing agency servicing Rockin' Jump and House Day Spa.

### GRAPHIC DESIGNER STROTTMAN INTERNATIONAL • 2015

Packaging, product and web design for toy agency in partnership with large brands such as Crayola, Wendy's and Chick-fil-A.

### OWNER INNOVATIONS DANCE ACADEMY • 2013 – 2015

Managed all marketing, design and business admin duties.

### INSTRUCTOR ARTS & LEARNING • 2013 – 2017

Developed full lesson plans for after school programs and seasonal art camps.

### CHOREOGRAPHER WESTERN SHOW CHOIR • 2013 – 2017

### PERFORMER DISNEYLAND PARK • 2012 – 2017

## Education

BA FINE ART & GRAPHIC DESIGN CSULB • 2013



## Software

InDesign

Illustrator

Photoshop

Premiere Pro

Asana

Google Suite

Microsoft Office

Digital Stack

## Additional Skills

Creative Direction

Project Management

Video Direction

Video Editing

Logo Design

Typography

Hand Lettering

Drawing Illustration

Spanish Speaker