

Jaqueline

Jaqueline Jean Auker

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SKILLS

- More than five years of experience in art direction and project coordination
- Highly creative, talented and independent
- Strong foundation in campaign building, SEO and link tracking
- More than three years in editing and promotional writing
- More than eight years experience in branding and marketing
- Excellent team player and vendor/customer relation skills
- Able to multi-task and work efficiently under demanding deadlines

EDUCATION

Colorado State University
Bachelor of Fine Arts, 2001

COMPUTER APPLICATIONS

Adobe Photoshop CS4, Adobe InDesign CS4, Adobe Illustrator CS4, Fireworks, Dreamweaver, HTML, CSS, Microsoft Word, FrontPage, Powerpoint, Excel

AWARDS

- PASC Representative Elective 2010: Professional Administrative Staff Council for UNC governance
- Elected Committee Chair 2010: Developing communication guidelines and formal documentation for all UNC employees on the Work Environment Task Force
- Employee of the Year 2001: Mosaic, *Residential Living Specialist*

FREELANCE CLIENTS

- Women 2 Women, non-profit
- Children's Spiritual Intelligence
- The Spa Association
- Sears Real Estate
- Monfort College of Business
- Advantage Property Management
- Fruehauf's
- Ozzie's Body Shop

EXPERIENCE

2007-Present University of Northern Colorado Greeley, CO

Marketing Design Coordinator

Collaborate with marketing team to create imagery and wide-range of marketing materials for all entities of campus under a very deadline-driven environment. Co-write and edit promotional copy for variety of university materials ranging from postcards and advertisements to recruitment booklets. Schedule and lead creative briefs, photo shoots and video shoots with various departments. Work with vendors to create comprehensive specifications in order to create reasonable estimates. Deliver work in allotted time and maintain responsibility for projects through proofing reviewing and signing off on all revisions and production phases.

Highlights:

- Established and wrote university branding style guidelines
- Saved Office of Admissions \$5,453 in production of 2011 recruitment materials as well as factoring in the environment and printed all materials on recycled paper with 30 percent consumer waste
- Increased job production and efficiency by an average of 32 percent over the past year

2005-2007 DirectNET, Inc. Broomfield, CO

Marketing Coordinator

Created and managed marketing campaigns, as well as wrote articles and press releases for products and company goals. Researched and implemented SEO strategies for all sites managed. Worked closely with sales engineers to organize trade shows, conferences, and speaking opportunities. Designed, coded, and wrote all email blasts and newsletters for online marketing. Managed pay-per-click accounts and site analytic reports.

Highlights:

- Established and created corporate identities for online storefronts and OEM products
- Conceptualize and launch exciting online viral marketing campaigns
- Developed intimate knowledge of client brands, products and target demographics

2003-2005 Colorado Hot Spots Advertising Agency Loveland, CO

Art Director

Directed and created the development of marketing and promotional publications. Worked closely with sales department and clients to develop strategies for advertising campaigns and publications. Coordinated with printers and postal offices to schedule printing, delivering, and shipping publications to meet deadlines. Designed web banners and advertisements for customers. Managed and designed co-op ads for Dansko, Hunter Douglas and others.

1999-2003 Mosaic Ft. Collins, CO

Direct Support Manager

Coordinated and managed program operations for 5-person group home for mentally disabled individuals while ensuring compliance with state regulatory requirements. Responsibilities included hiring, training, scheduling staff, coordinating activities and appointments of individuals served, and maintaining records and finances.