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Metro, Detroit MI 

# Marlee Jones

Art Director, Designer, Brand Strategist

## Education

### OAKLAND UNIVERSITY

Bachelors Art and Science

2014 - 2017

### OAKLAND COMMUNITY COLLEGE

Bachelors Art and Science

2012 - 2014

## Skills

Brand development  
Brand Strategy  
Social Media Campaign Creation  
Research and Concept Development  
Logo Design  
Print and Layout Design / File Prep  
Web Design  
Problem Solving  
Team Building  
Client Consulting/Auditing  
Email Marketing

## Programs

Adobe Suite  
(Illustrator, InDesign, Photoshop, ect)  
Canva  
Google Workspace  
Meta Business Suite  
Figma  
MacOs / Windows PC  
Microsoft Office 360

## References

### TAIHEA HURST

Huge Agency

+1 (586) 805-0194

### JACQUELYN PIZZURRO

Momentum

+1 (586) 995-2542

## Work Experience

### NOVAVISION | ART DIRECTOR

**Contract | October 2023 - January 2024**

Company Brand Refresh

- Conceptualization of the logo suite design, business card design, powerpoint slide deck design and supporting elements
- Collaboration with Novavision marketing team on new element implementation

### VILLAGE GREEN | GRAPHIC DESIGNER

**Contract | July 2023 - September 2023**

Social Media Content Design

- Development of multiple social media templates with corresponding captions for showcasing apartment properties, support for national holidays, and company initiatives
- Collaboration with marketing team to develop company pricing guide design layout

### CITY CLUB APARTMENTS | GRAPHIC DESIGNER

**Contract | January 2023 - June 2023**

Brand and Media Content Design

- Team brand development collaboration for multiple apartments under CCA umbrella
- Collaboration with design team to develop collateral ranging from print material to web design files to promotional event material

### PDI DISTRIBUTION | ART DIRECTOR

**March 2022 - February 2023**

Brand and Media Content Design

- Overseeing the marketing, print design, and social media content for all restaurant entities under PDI corporation. Consistently updating brand guidelines, websites and promotional marketing material
- Collaboration with design team to develop collateral ranging from print material to web design files to promotional event material
- Collaboration with Benihana executive team during transition of one of the PDI's restaurant entities into franchise partner. Integrated brand guidelines into new franchise system

### MJCS | CREATIVE DIRECTOR, DESIGNER

**Freelance Business | July 2017 - Current**

Full Service Brand Design

- Consulting with clients, creating proposals and contracts for design services
- Research and strategy for clients business and competitors. Creating a plan of action and educating clients during each phase
- Maintaining clear communication and project management skills through process
- Developing concepts for logo suites, web design, print material, social media marketing, web elements, and apparel