

JADE MARTINEZ

BRAND MANAGER & GRAPHIC DESIGN

WWW.DESIGNERJADEMARIE.COM



+954-394-7801



designerjademarie@gmail.com



Pembroke Pines, FL

Marketing Manager with over 13 years of experience, excels in developing brand identities and executing innovative marketing strategies. Proven track record in leveraging both digital and traditional channels to significantly enhance lead generation and customer retention. Utilizes a strong foundation in design, data analysis, SEO/SEM, and social media marketing to drive measurable results and sustain brand growth.

EXPERIENCE

MARKETING & BRAND MANAGER

2021 - Present | Terra Frome

- Spearheaded brand identity development through product design and conceptualization.
- Managed comprehensive design process, from prototype to market, enhancing product quality.
- Reduced costs and improved product launch timelines via optimized sourcing strategies.
- Boosted brand visibility through innovative marketing strategies and dynamic graphic design.
- Streamlined design to production workflow, amplifying efficiency.
- Revolutionized design workflows, significantly cutting production times and costs.
- Enhanced product quality by refining sourcing strategies, leveraging market analysis.
- Elevated client satisfaction by meticulously overseeing brand identity projects from inception to launch.

GRAPHIC DESIGNER & MARKETING MANAGER

2019 - 2021 | NF Skin Co.

- Pioneered over 50 SKU designs for a new brand, achieving brand consistency and recognition.
- Devised top-selling products aligned with market trends and consumer preferences.
- Innovated brand identity with distinctive logo and color scheme, enhancing market presence.
- Optimized brand website user experience through strategic design and functionality enhancements.
- Led social media campaigns, bolstering brand visibility and audience engagement.
- Pioneered the development of a new product line, meeting customer needs and expanding market share.
- Increased website traffic by 40% through SEO and content strategy improvements.

MEDIA SPECIALIST & GRAPHIC DESIGNER

2014 - 2021 | Christ Covenant Church

- Orchestrated email marketing campaigns to enhance congregation communication.
- Streamlined digital platforms for effective information distribution.
- Managed event sign-ups, ensuring smooth communication.
- Crafted captivating promotional materials weekly.
- Boosted live stream viewership by 40% through strategic online presence enhancement.
- Managed all aspects of media production with meticulous attention to detail, ensuring high-quality broadcasts.
- Led a dynamic team in creating compelling content, fostering a spirit of cooperation and creativity.
- Elevated digital engagement, leading to a 40% increase in live stream viewership.

EDUCATION

2012 - 2016

FLORIDA ATLANTIC UNIVERSITY
Bachelor of Fine Arts, In Graphic Design
Boca Raton, FL

SKILLS

- Lead Generation (Experienced)
- Market Research (Skillful)
- Social Media Marketing (Expert)
- Brand Identity (Expert)
- Product Photography (Experienced)
- Content Creation (Expert)
- Package Design (Expert)
- Campaigns Management (Expert)
- Marketing Campaigns (Expert)
- Inventory Management (Expert)

PROFICIENT

- Adobe Suite
- Wordpress
- ZOHO
- Mail Chimp
- Shipstation
- Microsoft Office