

JACQUELINE DIAZ

ART DIRECTION | BRAND CREATOR | MARKETING MANAGEMENT

JACQUELINEDIAZ.ART@GMAIL.COM



ABOUT ME

My career journey began as a Graphic Designer at Tragic Entertainment, LLC, a Chicago-based company, where I specialized in branding and Comic Illustration. Over the years, I have progressed to my current role as a Contracted Brand Director. I am a proud graduate of Woodtobe-Coburn College (WTCC), having received my Bachelor's Degree in 2012.

My career has been a journey of diverse experiences. I started in the comic and entertainment industry, working with companies such as River Comics, Soulbullet Entertainment, and C.L. Dawes Comics LLC. I then transitioned to the fashion industry in 2016, working as an apparel artist for FratHouse Clothing™ and later as a Senior Apparel Designer for Issac Morris Limited (IML) in their elite boy's apparel division.

Throughout my career, I have had the privilege to work with companies and Licensors such as Marvel, DC Comics, Disney, and Warner Brothers Studios. I have created and worked on [specific project or achievement] for major retail outlets worldwide such as Macy's, Walmart, Box Lunch, Nordstrom, Disney store, and many others.

Originally from Staten Island, New York, I have since relocated to Easton, Pennsylvania. Being part of a team and creating innovative materials and visual content for various successful companies and corporations is a life ambition of mine. As a leader in my field, I am committed to making a significant impact wherever I go.



EXPERIENCE

LION'S RIDE LEADERSHIP BRANDING DIRECTOR

BAYONNE, NJ | SEPTEMBER 2023 - PRESENT

- Revolutionizing the company's brand and marketing strategies to drive higher revenue and foster deeper engagement.
- Crafting dynamic cross-platform marketing assets and strategies aimed at elevating brand visibility and boosting sales.
- Spearheading compelling advertising campaigns, meticulously planning timelines, and overseeing production to ensure maximum impact.
- Analyzing marketing research findings to identify opportunities for enhancing the company's products or services, and presenting innovative ideas and proposals for new offerings.
- Directing the production of all marketing materials, from brochures and catalogs to multimedia, to captivate audiences across various touchpoints.
- Rigorously assessing campaign performance to guarantee they are surpassing their objectives.
- Orchestrating every facet of marketing a product/service launch, from conceptualization to execution, to ensure alignment with company goals and resonate with the right audience.
- Crafting captivating company content that not only promotes products and services but also establishes new branding policies.
- Strategically scheduling and curating multimedia email blasts and social media campaigns to captivate and convert audiences.
- Designing impactful signage and multimedia marketing materials for operations and agency events, including annual participation in prestigious business conferences and lectures.

STATEN ISLAND ECONOMIC DEVELOPMENT CORPORATION SENIOR BRAND COORDINATOR & SENIOR GRAPHIC DESIGN

STATEN ISLAND, NY | DEC 2018 - JAN 2023

- Transforming the company's brand and marketing strategies to increase revenue and drive deeper engagement.
- Creating dynamic marketing assets and strategies across multiple platforms to enhance brand visibility and increase sales.
- Leading compelling advertising campaigns, planning timelines carefully, and overseeing production to ensure maximum impact.
- Analyzing marketing research findings to identify opportunities for improving the company's products or services, and presenting innovative ideas and proposals for new offerings.
- Managing the production of all marketing materials, from brochures and catalogs to multimedia, to engage audiences across multiple touchpoints.



REFERENCE

CESAR J. CLARO

Executive Director at Richmond County Savings Foundation |
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MARK S. TRANCHINA

Corporate Leadership Executive |
Lions Pride Leadership Business Partner | It's Our Pleasure Hospitality Group LLC.
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MICHAEL J. KEENAN

Multimedia Producer at PSCU
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COLLIN EPSTEIN

Graphic Designer at Centric Brands
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LEON DAWES

Program Officer at Richmond County Savings Foundation
Phone: +310-795-2279

MARCUS CURRIE

Owner of SoulBullet Entertainment |
Hillwood Country Club Club House Operations Manager
Phone: +917-685-8708

WAKEFERN FOOD CORPORATION **SENIOR BEAUTY ADVISOR**

STATEN ISLAND, NY | MAY 2015 – JULY 2016

- Providing knowledge and guidance on proper skincare, haircare, and cosmetics applications to customers.
- Managing a team of makeup artists and working as the lead makeup artist with clients.
- Organizing and carrying out events for multiple beauty brands at various conventions to support campaign launches.
- Achieving targets and KPIs to increase sales.
- Providing outstanding quality of service by following our sales techniques and service codes, and conducting product demonstrations.
- Ensuring the counter is clean, tidy, and well-maintained.
- Applying the brand's visual merchandising and in-store excellence guidelines.

FRATHOUSE CLOTHING **APPAREL DESIGNER**

ATLANTA, GA | FEBRUARY 2013 – AUGUST 2014

- I reimagined old design concepts and developed new concept artwork for men's and women's apparel, catering to individual customers as well as entire fraternities and sororities.
- I crafted original designs and logos to establish and promote various businesses and Greek organizations on college campuses.
- I organized and cataloged all creative assets purchased and produced by the company.
- I created detailed conceptual and sketch presentations for clients' approval.
- I prepared PowerPoint documents for client presentations, including furniture and material selections.
- I supervised design projects and monitored progress to ensure work was completed on time.
- I designed the Frathouse clothing line for domestic manufacturers.

ART DIRECTOR AND ILLUSTRATOR **SOUL BULLET ENTERTAINMENT**

NASHVILLE, TN | APRIL 2012 – JUNE 2015

- Managing timelines, tasks, and budgets for each project.
- Determining appropriate visual elements for projects according to a specific concept.
- Produced the art for the graphic novel series "Sons of Darkness©", which sold 4,500 copies at NYC Comic Con 2014.
- Coordinating activities and brainstorming sessions within the different creative departments.
- Liaising with clients to understand their expectations and develop an artistic style based on their requests.
- Generated the production and design of all signage, branding, and marketing for Soul Bullet Entertainment's Comic-Con marketing booths from 2012 to 2015.
- Developing the overall style for marketing campaigns and advertisements.



SKILLS

- Art/Branding Direction
- Graphic Design
- Cross Channel Marketing
- Desktop Publishing
- Web Design & App Optimization
- Print/Editorial Design
- Book Illustration & Design
- Marketing/Ghost Writing
- Adobe Creative Cloud
- Microsoft Office
- Illustration (Traditional/Digital)
- AD Publishing & Design
- Apparel Design
- Photography & Photo Editing
- Billboard Design
- Graphic Novel Illustration
- Fine Art (Oils/Acrylic)
- Cosmetology and SFX Artistry
- Traditional Sculpting

Soft Skills:

- Project Management
- Critical Problem Solving
- Leadership and Team Management
- Extensive Typography Knowledge
- Public Speaking
- B2B and B2C Marketing & Communications.
- Managing Marketing Analytics
- Team Management/Deadlines
- Self Starter & Self Disciplined
- High Emotional Intelligence
- Detail Oriented
- Work Style Logically Oriented
- Risk Management



AWARDS

2021 SIEDC

20 Under 40 Award

2020 Adobe X Ladygaga

Art Finalist

2019 See Me© Gallery

Chashama Gallery Show

2018 Pabst Blue Ribbon

Art Finalist

2016 Showtime©

Penny Dreadful Art Contest

2012-2014 Art of Fashion©

Mad Artist Award

2013 Freelanced.com

Exposure Award

- Thoroughly evaluating campaign performance to ensure they exceed their goals.
- Managing every aspect of marketing a product/service launch, from concept to execution, to align with company goals and resonate with the target audience.
- Creating engaging company content that promotes products and services while also establishing new branding guidelines.
- Strategically scheduling and creating multimedia email blasts and social media campaigns to engage and convert audiences.
- Designing impactful signage and multimedia marketing materials for operations and agency events, including annual participation in prestigious business conferences and lectures.

ISAAC MORRIS LIMITED

SENIOR APPAREL GRAPHIC DESIGNER

NEW YORK, NY | NOV 2016 – JUL 2018

- Revamping the company's brand and marketing strategies to boost revenue and foster deeper engagement.
- Developing dynamic marketing assets and strategies across various platforms to amplify brand visibility and increase sales.
- Orchestrating captivating advertising campaigns, meticulously planning timelines, and overseeing production to ensure maximum impact.
- Analyzing marketing research findings to pinpoint opportunities to enhance the company's products or services and presenting innovative ideas and proposals for new offerings.
- Overseeing the production of all marketing materials, from brochures and catalogs to multimedia, to engage audiences across multiple touchpoints.

C.L. DAWES ENTERTAINMENT™

ART DIRECTOR AND ILLUSTRATOR

LOS ANGELES, CA | MARCH 2013 – NOVEMBER 2017

- Produced and designed the signage, branding, and marketing for start-up C.L. Dawes Entertainment, including the creation of promotional materials for their Comic-Con events during the years 2014 – 2017.
- Spearheaded the re-invention of concept designs and multimedia content for the graphic novel series Ecclesiastes©.
- Cultivated marketing campaigns with meticulous attention to detail, constructing a precise identity for the series and its following installments.
- Created all traditional and digital assets procured by the collaborative team.
- Collaborated closely with a writer and media lawyer to brainstorm and execute a comprehensive marketing strategy.
- Demonstrated reliability and organizational skills by consistently preparing and adhering to production schedules.
- Designing start and final drafts for client approval.
- Create illustrations using hand-drawn and digital tools.
- Edit and refine designs using the latest design and illustration software.



EDUCATION

New York, NY

September 2001 – September 2003

ART & DESIGN HIGH SCHOOL

Transfer

Staten Island, NY

November 2003 – June 2005

TOTTENVILLE HIGHSCHOOL

High School Diploma

New York, NY

August 2006 – December 2008

WOODTOBE-COBURN COLLEGE

Associates in Graphic Design

New York, NY

August 2009 – December 2011

FASHION INSTITUTE OF

TECHNOLOGY

Bachelor of Arts in Marketing and

Graphic Design

- Developing the brand identity of the company.
- Ensuring design elements meet project requirements.
- Evaluating visual elements and implementing changes accordingly.
- Presenting a final design to clients/CEO for approval.

RIVER COMICS

ILLUSTRATOR & GRAPHIC DESIGNER

OLD BRIDGE, NJ | MARCH 2011 – JUNE 2013

- I designed all the characters and created the initial stages of the company's brand and graphic novel series.
- I produced all the art content for the graphic novel and organized all of River Comics' creative media and assets for the Barcode© series.



CONTACT

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Skype and Zoom addresses are available upon request.

Recommendations are also available upon request.

TO MY POTENTIAL EMPLOYER,



I am writing to express my sincere interest in the available position at your esteemed company. With over seven years of leadership experience in the design and marketing field, currently serving as a Brand Director, I am confident I can make an immediate and substantial impact. My track record demonstrates my capacity to deliver tangible results, implement effective management practices, and introduce original visual concepts with creative ingenuity.

I thrive on self-motivation and setting strict yet realistic deadlines for my team and myself. While I emphasize efficiency, I also recognize the importance of fostering an environment that encourages creative input and flexibility, especially during high-pressure deadlines. Collaboration is where the magic happens, and my solid organizational and managerial skills have been honed through valuable industry experience and the mentorship of remarkable individuals.

For me, refined talent is the product of unwavering passion and the willingness to push oneself to new heights. I take immense pleasure in inspiring those around me to reach their full potential. I am eager to join a company that shares and embodies this ideal. My diverse design portfolio reflects the mastery I have acquired, thanks to the guidance of mentors and former directors. I embrace constructive criticism as a catalyst for professional growth, a mindset that has cultivated my strength, fairness, empathy, and resilience in art and design. If you are looking for a candidate with these qualities, your search ends with me. My unique selling points include growth-driven leadership skills, fast and efficient work turnover, attention to detail, risk-to-reward management, game plan execution, and high adaptability.

I am enthusiastic about meeting with you and learning more about your company. I am eager to share how I can contribute as a professional and a valuable asset who enjoys bringing people's ideas to life. I invite you to explore my extensive experience and online portfolio. I am confident that a meeting would be mutually beneficial, and I look forward to contributing to your team. If hired, I can start in two weeks. Thank you so much for your consideration, and I look forward to knowing you.

Have a wonderful day!

Best,

**J A C Q U E L I N E
D I A Z**

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