



# KARLEIGH JACKSON

Sugar Hill, GA 30518 | cell: 470.238.9123 | kjackrf@gmail.com  
portfolio: karleighj.com

---

## SUMMARY

---

*Experienced professional with a degree in Graphic Design seeking a fulfilling position. Experience varies from management to design to budget reconciliation.*

---

## EXPERIENCE

---

### **Collection Services of Athens, Inc.**

Operational & Marketing Manager | Oct 2017 - Present

- Lead full rebranding efforts, including logo and marketing redesign as well as revamping office aesthetics.
- Update graphics and verbiage for all print marketing materials.
- Create and manage proposal and RFP processes from end-to-end.
- Create an organized and collaborative working environment. This included streamlining the departments, creating and implementing a managerial hierarchy, revamping processes, and creating a cohesive management team.
- Design analysis reports and track quality assurance statistics for the Collections Floor in order to educate and encourage growth where needed for the department.
- Diverse task list of day-to-day office manager operations including payroll administration of \$45,000+ bi-weekly and employee management and mediation of 38 employees.
- Restructure Client Services Department and implement updated prospecting practices.

### **Allconnect, Inc.**

Graphic / Web Designer | Mar 2014 - Oct 2017

- *December 2015 – October 2017*
  - Designed and managed the implementation of an online ordering portal to manage procurement requests between multiple organizations within the company, reducing budgetary spend, increasing internal efficiencies, and creating a documented ordering system that adhered to company policy and streamlined existing processes.
    - *Worked directly with purchasing dept and Accounts Payable to design the portal to confirm to established interdepartmental policy and procedures and proper approval workflow.*
  - Organized and managed the design, production and logistical coordination of a \$120K annual drip marketing campaign including print, promo, and digital pieces across a 12-week time span.
  - Managed a \$400K yearly budget for 12+ stakeholders and reduced overall print and promo item spend by 25-55%, project dependent.
  - Designated approver through AP for all of the Utility Org. departmental spend in excess of \$1M.

- Worked closely with the Executive Council (CEO, CFO, COO, and EVP of Partner Services & Business Development) for special projects, key presentations, and RFPs regularly.
- Maintained all responsibilities below.
- *Onboarding to December 2015:*
  - Managed workflow for field marketing campaigns with 12+ internal stakeholders, as well as internal email, digital ads, web, email, print and branding needs.
  - Coordinated third party vendors and logistics for all print and promotional items ensuring all branding standards, timelines and budgetary needs were met.
  - Communicated expectations and created design solutions for 20+ internal clients and 34+ external clients.
  - Worked directly with department managers and contributors on a regular basis to provide design solutions for B2B, B2B2C, and B2C needs.
  - Provided creative support for the company rebranding and the rebranding launch.
  - Contributed to departmental and corporate goals.

## The Graphic Edge

Creative Director | Feb 2010 – Mar 2014

- Acted as a brilliant resource of colorful, innovative and cost-efficient print production solutions utilizing print, web, e-commerce, and promotional facets.
- Streamlined department production flow and managed multiple direct reports.
- Interfaced regularly with internal and external clients for B2B and B2C project solutions.
- Advanced from Graphic Designer to Lead Graphic Designer within the initial 1.5 years of start date.
- Advanced to Creative Director within 2.5 years of start date.

## Prior Experience

- Graphic Designer, Adventure Advertising. Llc. – Entry level designer at an agency in the outdoor space.
- Sales Associate, Williams-Sonoma Marketplace – Provided stellar customer service to clientele.

---

## SKILLS

- Excellent communicator and listener
- Analytical thinker/problem-solver
- Creative and independent worker
- Goal-oriented
- Aptitude to quickly learn new software
- Advanced Proficiency in Adobe Creative Suite (*Photoshop, Acrobat, InDesign, Illustrator*), Microsoft Office Suite (*Word, Excel, PowerPoint, Outlook*)
- Proficient in MailChimp, Constant Contact, WordPress, HTML & CSS

---

## EDUCATION

Graphic Design, BFA | Brenau University | Gainesville, GA • May 2008

---

## AWARDS AND ACKNOWLEDGEMENTS

- Adobe Muse Site of the Day Award winner for [ampitup.allconnect.com](http://ampitup.allconnect.com) 2017