



MARYN JACOBS

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Portfolio available upon request

EDUCATION

Towson University 1999 – 2003
Bachelor of Arts, Graphic Design
Minor, Spanish

PROFESSIONAL EXPERIENCE

Marketing and Creative Manager, Global Boost MD, LLC | Washington, DC June 2013 – Present
Graphic design and marketing for a leading ecommerce company in the beauty and health industry.

- Design advertising, digital media, email blasts and marketing materials
- Write and develop internal and external communications, press releases
- Design and maintain several ecommerce websites
- Manage social media
- Company brand manager
- Affiliate marketing efforts

Owner/Operator, Beaux M.Design & Lifestyle | Baltimore, Maryland June 2001 – Present
Freelance creative company commissioned for marketing efforts, branding, and design of corporate collateral, publications (magazines and books), online and print advertising.

Graphic Design Specialist, National Aquarium | Baltimore, Maryland June 2011 – June 2013
Designer for all marketing materials and publications by the non-profits National Aquarium, Baltimore and Washington, DC. Provide design support for: Marketing, Publications, Social Media, Development, Membership, Education, Visitor Services, Conservation, Catered Events and Interactive Media.

- Participate in brainstorming sessions for advertising campaigns, internal and external marketing
- Redesign of the organization's intranet, including new branding
- Obtain printer bids and make sure to keep in line with the organization's conservation efforts
- Pre-press production and photo correction
- Manage and hire interns
- PowerPoint presentations for board meetings

Art Director, The Rosen Group | Baltimore, Maryland January 2011 – June 2011
Art Director for the publishers of AmericanStyle and NICHE magazines and the producers of the Buyers Market of American Craft and NICHE: The Show-Las Vegas. Duties include editorial and advertising design for 2 nationally published magazines, maintenance of websites, web design, logo design, identity projects, as well as environmental design for the show side of the company. I also oversaw the Art Department and dealt with all printing matters such as obtaining bids and press checks.

- Managed graphic designers
- Art directed and executed the design of marketing collateral and editorial layout
- Worked along side editor-in-chief on magazine scheduling
- Redesigned and launched the new NICHE magazine
- Prepared the print magazine to move into the digital version
- Rebranded and redesigned the Buyers Market of American Craft
- Developed branding for NICHE: The Show, Las Vegas
- Art direction and design of trade show marketing collateral and environmental design
- Involved with redesign and maintenance of the companies 3 main websites
- Oversaw the pre-press and press checks for AmericanStyle and NICHE magazine with Fry Communications
- Responsible for hiring new design talent
- Rebranded the NICHE Awards annually

Senior Graphic Designer, The Rosen Group | Baltimore, Maryland January 2004 – January 2011
Senior designer in the Art Department for the publishers of AmericanStyle and NICHE magazines and the producers of the Buyers Market of American Craft and NICHE: The Show. Duties include editorial and advertising design for 2 nationally published magazines, maintenance of websites, web design, logo design, identity projects, as well as environmental design for the show side of the company.

Junior Graphic Designer, The Levin Group | Owings Mills, Maryland April 2003 – January 2004
Designer in the graphics department of the number one dental practice management consulting firm in the United States serving practices all over the world. Duties include working under marketing directors and designers in print productions, working with consulting kits, product design, brochures, logo design, newsletters, and other corporate collateral.

PROFESSIONAL SKILLS

Adobe Creative Suite, HootSuite, WordPress, Magento, BigCommerce, Microsoft Office, DreamWeaver, Rakuten LinkShare, HTML coding, Spanish, 4 Color Print Process, Pantone Matching System, Printer Bids, Press Checks, Black and White Photography, Scanning, Illustration, Painting, Exhibit Design, MAC and PC platforms