



# JENNIFER SANTIAGO RULLAN

MARKETING COORDINATOR & GRAPHIC DESIGNER



## 6+ YEARS GRAPHIC DESIGNER

I have worked in both freelance as well as in-house marketing departments creating printed and digital materials, email campaigns, videos and more.



## 4+ YEARS MARKETING SPECIALIST

As a marketing specialist I have been responsible for planning and executing in-house marketing campaigns, advertising, promotional email newsletters and managing social media across multiple platforms.

### CONTACT:



ATLANTA, GA



321.750.8926



jennifersantiagorullan@gmail.com  
jennifersantiagorullan.com

## EXPERIENCE

MAY 2018 - PRESENT | ACKERMAN & CO.

### MARKETING COORDINATOR & GRAPHIC DESIGNER

Work closely with the VP and Director of Marketing and Communications in the coordination and creation of marketing materials such as but not limited to offering memorandums, flyers, brochures, Eblasts, postcards and marketing videos. Plan and execute social media campaigns and maintain the company's social media handles, website and blog.

JAN 2018 - MAY 2018 | JORDAN & SKALA ENGINEERS

### MARKETING ASSISTANT & GRAPHIC DESIGNER

Acted as the company's Graphic Designer in the creation of marketing materials, HR and recruiting graphics, company qualification packages (RFQ's), social media and website content. Designed trade show materials, apparel and the art for 3, 16' x 9' walls for the office remodeling project. Assisted the Marketing Manager and the Director of Marketing and Business Development with department duties and communicated with company executives to discuss design needs.

OCT 2014 - FEB 2018 | FREELANCE WORK

### GRAPHIC DESIGNER

Designed company logos, consumer packaging, flyers and other printed materials, performed front-end Web Design using WordPress, created and sent marketing newsletters for various clients.

JAN 2015 - JAN 2018 | REMAX PROPERTIES SW

### EXECUTIVE ADMINISTRATIVE ASSISTANT

Performed customer service, prepared documents such as Market Analysis letters, Exclusive Listing Agreements and Purchase Contracts. Performed bookkeeping for company sales and commissions using Quickbooks and Excel.

### MARKETING SPECIALIST

Designed, edited and sent company's newsletter, maintained advertising in various timeshare resale listing platforms on a weekly basis.

## WHAT SETS ME APART



### VIDEO EDITING

I am experienced with the video making process from the story board to the actual editing of the footage and animation of the video elements using AfterEffects and PremierPro.



### WEB DESIGN

I have front-end web design experience in Wix, WordPress and Muse. My portfolio website is a site designed using in Wix and an example of my skills.

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## EXPERIENCE, CONT'D.

### JUNE 2014 - JAN 2015 | SIR CHARLES APPLIANCE REPAIR EXECUTIVE ADMINISTRATIVE ASSISTANT

Worked directly with company owner and dispatcher, performed office tasks that included but were not limited to scheduling, maintaining contact records, product research and answering the phone. Answered an average of 25 to 30 calls every day. Occasionally acted as dispatcher and directed 3 to 4 technicians on route.

### MARKETING SPECIALIST

Created maintenance agreements, brochures and maintained the company website to ensure better public relations with clients. Was responsible for creating, implementing and designing a new "Maintenance Service" program for the company.

### MAR 2014 - OCT 2016 | DALFE INC. PERSONAL ASSISTANT

Assisted CEO of a Construction Service company by establishing contact with interested clients. Prepared service contracts, scopes of work, invoices and estimates.

### MARKETING SPECIALIST

Maintained company's social media, blog and website. Advertised new services using email campaigns and flyers, created web content for company's website and blog.

### MAR 2011 - MAR 2014 | HUMANITARIAN EFFORTS VOLUNTEER WORK

Spent 3 years in the rural mountains of Puerto Rico visiting the natives to teach them how to read, how to better their lifestyle, about new technologies and how to find jobs in the tough job market of the area.

### MARKETING SPECIALIST

Created signs and brochures for public events. Worked closely with the event coordinating teams to produce material to guide and inform the public. Was in charge of creating territory maps to keep a record of what neighborhoods had been serviced. Participated in speaking in front of up to 2,000 people in annual conferences.

### JUNE 2010 - JAN 2012 | DALFE INC. | TEMPORARY CONTRACT CUSTOMER SERVICE

Performed calls to customers to offer new company services and maintained a detailed record.



## SKILLS

### ADOBE PROGRAMS

InDesign  
Illustrator  
Photoshop  
AfterEffects  
PremierPro  
Muse  
Adobe Draw  
Adobe Sketch  
Adobe Line  
Adobe Comp

### GRAPHIC ART PROGRAMS

Canva  
Procreate  
Designer  
RoughAnimator  
MyPaint

### WEB DESIGN PROGRAMS

Muse  
DreamWeaver  
WordPress  
MailChimp  
HTML & CSS Knowledge

### OFFICE PROGRAMS

Microsoft Office  
Quickbooks  
GoldMine



## LANGUAGES

ENGLISH  
SPANISH  
PORTUGUESE

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## EDUCATION

AUG 2006 - JUNE 2010 | CYPRESS CREEK HIGH SCHOOL | ORLANDO, FL  
**HIGH SCHOOL DIPLOMA**

Major area of interest: Art, English and Literature. Additional College credit classes taken in English, Literature and Environmental Sciences.

### ONGOING | ONLINE CLASSES PROFESSIONAL DEVELOPMENT

To further broaden my knowledge and skills I have taken online classes on programs such as InDesign, Illustrator, AfterEffects, Muse and PremierPro through Udemy.com and others through Shawacademy.com.

## HOBBIES

### I LIKE TO DRAW

In my free time I enjoy digital painting or drawing with my drawing tablet on my PC or on my iPad Pro.

### I LIKE TO READ

Sometimes there is nothing better than a rainy day and a good book. I am also a Book Of The Month member.

## REFERENCES

ISHMAEL ROBINSON (MUJATO) | PERCUSSIONIST | CLIENT  
404.747.7386 | mjcross36@hotmail.com

TRACY SMITH | COMMISSION ACCOUNTANT | ACKERMAN & CO.  
404.643.1409 | urstylec@yahoo.com

NAKIA TERRY | MARKETING COORDINATOR | ACKERMAN & CO.  
925.565.6063

## SOCIAL MEDIA



Jennifer Santiago Rullan



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JSR Designs