

JES GEARING

MARKETING & CREATIVE PROFESSIONAL

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EXPERIENCE

August 2012 -
Present

Jes Gearing Creative

Marketing Consultant

Marketing consultant, writer, photographer, and graphic designer for creative agencies, municipalities, restaurants, and publications. Clients include Eddy Communications, City of Roanoke, *The Roanoker*, *Local Quarterly*, *Local Palate*, *Blue Ridge Outdoors*, and *Life Outside*, among others.

October 2015 -
January 2016

TRAX Energy Solutions - Lynchburg, VA

Marketing Manager

Was recruited to TRAX to build the marketing department from scratch. Began the rebranding process including website design (wireframes, graphics, and all written content), designing brochures, presentations, and tradeshow materials, and implementing a social media and online content strategy. Due to the loss of several large contracts at the corporate level, the position was eliminated.

February 2014-
October 2015

Draper Aden Associates - Blacksburg, VA

Proposal Writer & Online Marketing Communications

- Wrote and managed proposal process from kickoff to final interview for the western half of Virginia (Federal, State, municipal, and private institutions).
- Managed and created all graphic and written content for the company's online presence including blog posts, social media, and website updates.
- Redesigned all Microsoft Word-based marketing materials in Adobe InDesign.
- Created graphics and written content for PowerPoint presentations, advertisements, conference boards, and industry publications.
- Coached colleagues on public speaking skills for proposal interviews and conferences.
- Took and edited all photos needed for projects and presentations.

October 2012 -
February 2014

Starlight Custom Apparel - Roanoke, VA

Marketing Communications, Graphic Design, and Sales Operations

- Developed online and print marketing campaigns.
- Lead graphic designer for custom cycling jerseys, shorts, and accessories.
- Managed all customer service, order processing, and shipping.

March 2011 -
October 2012

Valor Partners - Roanoke, VA

Marketing Communications and Healthcare IT Practice Coordinator

- Produced marketing materials for company including press releases and corporate fact sheets.
- Developed online strategy through Email marketing and increased the company's LinkedIn presence.
- Redesigned the company's website.
- Built candidate databases and managed candidate and client profiles in Maxhire, a recruiting and applicant tracking system.
- Provided administrative assistance to healthcare account executives.

EDUCATION

Hollins University Roanoke, VA

*Master of Fine Arts
Creative Writing, 2011*

Emory University Atlanta, GA

*Bachelor of Arts
English and
Environmental Studies,
High Honors, 2009*

SKILLS

Adobe Creative Suite

*InDesign, Illustrator,
Photoshop*

Microsoft Office

*Word, Excel, Outlook,
PowerPoint*

CRM

*Wordpress, Blogger,
Salesforce, Sharepoint,
Deltek, Asana, Maxhire*

REFERENCES

Available Upon Request