

Jaclyn Jutras

JaclynWork.com

I have been called a "Jaclyn-of-all-trades." I was the premier hire for a multi-million dollar e-commerce startup featured on ABC's Shark Tank! I thrive in swiftly executing complex digital campaigns and foreseeing challenges to capitalize on opportunities. As a seasoned Graphic Designer, I can do it all and make it look good!

CONTACT

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EDUCATION

Bachelor's Degree,

BFA Graphic Design
The University of Massachusetts at Lowell
Massachusetts College of Art

SKILLS

Proven Remote Work Experience (8+ years)
Figma
Adobe Creative Suite
Shopify
WordPress
Kickstarter
Customer.IO (Email Marketing)
Klaviyo (Email Marketing)
Later (Social Media Management)
AgoraPulse (Social Media Management)
Status Brew (Social Media Management)
Canto (Digital Asset Library)
Asana (Project Management)
Google Suite
ZenDesk
Slack

WORK EXPERIENCE

WORKIT HEALTH

Marketing Manager

Remote | MARCH 2022 - Present

My roles spanned from Senior Graphic Designer and Social Media Strategist to Email Marketing Analyst and Campaign Manager. I overhauled the company brand and launched a new automated marketing messaging platform from the ground up (Customer.IO)

Marketing Initiatives:

- Expanded and optimized digital marketing campaigns that averaged a 36% open rate and a 2.6% click rate.
- Successfully designed and implemented a company-wide rebranding.
- Orchestrated comprehensive marketing campaigns across web, social, email, and SMS.

Strategic Marketing Approach:

- Crafted robust strategies for customer acquisition and retention through automated email/SMS including a lead nurture campaign that resulted in a 5.7% conversion rate for scheduling induction appointments
- Utilized customer data to develop personalized campaigns via A/B Testing, user-specific content, and conscious design choices - Newsletter emails receiving click-thru rates as high as 15%
- Consistently assessing metrics to improve conversions and achieve better outcomes - Adjustments applied to a single campaign post-evaluation resulted in an instant 50% increase in conversions.

Leadership and Cross-Functional Support:

- Provided leadership, development opportunities, and support to the rest of the team for an effective and efficient operation including:
 - Promoting public speaker events increased viewership from an average of 15% of registrants to 46%.
 - Creating a promotional campaign for an 8-week online course yielded our largest first-week enrollment with 45% pre-registrating.
 - Created a real-time Slack notification to inform Customer Care of new leads decreasing follow-up time.
 - Assumed responsibility for managing all customer communications, including scheduling appointments, cancellations, and sending reminders, previously handled by the product development team.

THE HOUSE OF NOA

Senior Art Director

Remote | SEPTEMBER 2017 - NOVEMBER 2021

Arriving as the first employee, I managed every facet of the business, overseeing marketing, design, product development, operations, customer relations, social media, and beyond!

- Launched diverse digital marketing campaigns spanning email, web, paid social, and more successfully designing and dispatching 120+ drip, product launches, and sale emails in 2021
- Expanded brand visibility on Facebook and Instagram, growing followers from 1k to 70k+
- Oversaw brand guidelines, guiding internal team members and external agencies while also directing both studio and on-site product photoshoots and handling image editing and enhancement
- Developed wireframes and UX concepts for mobile and desktop website

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REFERENCES

Elizabeth Granados

The House of Noa

Founder

E: elizabethgranados11@gmail.com

Maciej Labinski

Catch Co.

Creative Director

E: MLabinski@Gmail.com

Jed San Pietro

Apple Industries, Inc.

Regional Service Manager

E: jedmerchant01@gmail.com

Shannon Fay

MiniLuxe

Director of Marketing & E-Commerce

E: shannonfay09@gmail.com

WORK EXPERIENCE

INNOVATIVE FOTO

Senior Designer & Manager of Creative Services

Salem, NH | APRIL 2012 - SEPTEMBER 2017

Collaborated alongside sales teams, clients, and brand style guides to create brand-centric photo booths and imagery for renowned retail, amusement parks, cinemas, and zoos such as Disney, Six Flags, Urban Outfitters, M&M, and others.

- Project management overseeing work delegation and prioritization
- Organized user group testing for product development
- Executed fleetwide upgrades in line with current trends
- Designed photo booth wraps and 3D renderings
- Managed print production for large-scale vinyl printers
- Collaborated with R&D teams on UI/UX designs

GROW SOCIALLY

Graphic Design & Marketing

Wilmington, MA | APRIL 2010 - APRIL 2012

Developed client branding and marketing strategies across social platforms. Clients included: American Heart Association, Epicomm (Formerly NAPL), and Printing Industries of America.

INTERLINK ONE

Graphic Designer

Wilmington, MA | OCTOBER 2006 - APRIL 2010

Created branded content across web and print assets including direct mail, trade show conference booths, banners, and online advertising.

EXTRA

Wolf Engagement Liaison

Ipswich, MA | 2015 - Present

I bring groups on educational walking tours to meet our resident wolf ambassadors and discuss the importance of their wild presence and protection.

Podcast Host of Closer to Dog

2016 - 2017

I hosted and produced "Closer to Dog," a 28-episode podcast featuring interviews with dog and wild canine enthusiasts. Episodes, spanning 25-60 minutes showcased a diverse array of guests, including trainers, pilots, acupuncturists, product designers, app developers, ACOs, shelter organizers, and others.