

# Jaclyn Jutras

JaclynWork.com

Specializing in digital + print design I've been called a Jaclyn-of-all-trades. I was the 1st hire of a multi-million dollar e-commerce start-up that was seen on ABC's Shark Tank! With over 15+ years of experience, I can work quickly to execute full campaigns while also brainstorming design and copy for what's to come next. I'm looking to remotely join a B2C business that I can feel passionate about taking to the next level.

## CONTACT

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## EDUCATION

### Bachelor's Degree,

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

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Shopify  
Kickstarter  
Klaviyo (Email Marketing)  
Canto (Digital Asset Library)  
Figma  
Asana (Project Management)  
Google Suite  
Microsoft Office  
Dropbox  
ZenDesk (Customer Service)  
Later (Social Media Scheduling)  
Canva (Online Design Program)  
Slack

## WORK EXPERIENCE

### THE HOUSE OF NOA

#### Senior Art Director

Remote | SEPTEMBER 2017 - NOVEMBER 2021

Joining as employee #1 I was the General Manager operating every department including marketing, design, product development, operations, customer relations, social media, and more! As the company grew I was able to hand off responsibilities and settle into my role as Senior Art Director.

- Designed and sent over 120+ drip, launch, and sale emails in 2021
- Built brand recognition on Facebook and Instagram for two accounts growing from 1k to 70k+ followers
- Launched multi-faceted digital marketing campaigns for sales and new product announcements across email, web, paid social, and more.
- Handled print production of products and packaging with multiple vendors
- The keeper of brand guidelines - directed team members and outside agencies
- Directing studio product photoshoots and managed on-site photoshoots and editing of final production images (color correction, wrinkle removal, isolated images, etc.)
- Set up and managed an online asset library
- Outline wireframes and UX concepts for mobile and desktop website
- Designed brand-specific Influencer Guidelines in Powerpoint and Google Slides
- Designed multi-page print catalogs

### INNOVATIVE FOTO

#### Senior Designer & Manager of Creative Services

Salem, NH | APRIL 2012 - SEPTEMBER 2017

Worked with sales teams, clients, and brand style guides to design brand-focused photo booths and photo outputs for well-known retail, amusement parks, cinemas, and zoos including Disney, Six Flags, Urban Outfitters, M&M, and more.

- Project manager for the department
- Prioritized and delegated incoming work for the upcoming weeks/months
- Organizing user group testing for product development
- Designed and executed fleetwide upgrades that reflected current styles and trends
- Designed photo booth wraps and 3D renderings
- Print production for large scale vinyl printers
- Collaborated with R&D teams to develop product design, messaging, and 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.

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## REFERENCES

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### Elizabeth Granados

The House of Noa

Founder

E: elizabethgranados11@gmail.com

### Maciej Labinski

Catch Co.

Director of Strategy

E: MLabinski@Gmail.com

### Jed San Pietro

The House of Noa

Operations Manager

E: jedmerchant01@gmail.com

### Shannon Fay

The House of Noa

Director of E-Commerce

E: shannonfay09@gmail.com

## EXTRA

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### 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. I've been working with gray wolves on the weekends for the last 6 years so any connection to the pet industry or the outdoors would be next-level exciting!

### Podcast Host of Closer to Dog

2016 - 2017

I was the host and producer of Closer to Dog - a 28 episode podcast that interviewed dog (and wild canine) lovers throughout the U.S. Episodes ranged from 25-60 minutes in an interview style with a mix of dog lovers including trainers, pilots, acupuncturists, product designers, app developers, ACOs, shelter organizers, and more.