

PROFILE

Strategic creative director and award-winning designer with 15+ years experience balancing creativity, practicality, and foresight to drive innovation and brand cohesion for high-growth corporations and mission-driven nonprofits. Specializes in brand revitalization through storytelling, purposeful design, and fostering collaboration. Empathetic and adaptable mentor skilled in anticipating challenges, devising ready-to-implement solutions, and championing a culture of integrity, respect, and clarity

Amy Jackson

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CREATIVE DIRECTOR / BRAND BUILDER / DESIGN FOR GOOD ADVOCATE

SKILLS

- Creative direction
- Strategic vision
- Mentoring
- Project management
- Brand marketing
- Creative strategy
- Campaign ideation
- Visual identity
- Marketing campaigns
- Video editing
- Stakeholder management
- Design solutions
- Visual communications
- Vendor management

Software + Tech

- Adobe Creative Suite
- WordPress / Squarespace
- Google AdWords
- Umbraco / Constant Contact

CAREER HIGHLIGHTS

Brand Management + Revitalization

Rebranded 20-year-old company, involving 100+ stakeholders; established new positioning and identity, culminating in multi-channel rollout.

Strategic Design Leadership + Culture Building

Mobilized team to execute brand alignment initiatives across 4 sister companies, championing a culture of creative collaboration and design innovation.

Brand Loyalty + Amplification

Built advocate program now engaging 100+ customers across 4 brands, driving continuous engagement on 3 social channels and generating referrals at events.

EXPERIENCE

SVP, Marketing (Brand Director) / 2022 - present

RamQuest

Promoted to drive comprehensive brand marketing strategy and cultivate employee engagement, team cohesion, and brand loyalty. Lead 5-member industry-newcomer team and oversee 150 employees, guiding brand initiatives and experience.

KEY IMPACTS

- Restructured team, expanding team capabilities to better support umbrella company.
- Elevated organizational culture by introducing employee engagement programs.
- Established an Advocate Crew to train formal brand liaisons across all departments.
- Launched and currently manage podcast, now averaging 200+ listeners per episode

Creative Director / 2014 - 2022

RamQuest

Promoted to lead visual storytelling, brand strategy, and graphic identity across digital and print platforms, fostering a united brand identity. Implemented cohesive visual and messaging strategies that resonated with target markets. Mobilized high-performance team and contractors to execute key marketing initiatives. Partnered with executive leadership to strategize and deliver creative solutions that drive engagement and ROI.

EXPERIENCE CONTINUED

KEY IMPACTS

- Led brand revitalization, reclaiming market share and securing 25 'at-risk' clients.
- Achieved industry-wide brand recognition by enforcing style guidelines.
- Built sub-brand and designed email collateral—exceeding campaign goals by 110%.
- Pioneered cost-effective environmental branding for new corporate HQ.
- Established cross-departmental Brand Council to manage long-term brand evolution.
- Optimized print processes, achieving 18% cost reduction.
- Branded new product and led rollout, earning 13% initial customer adoption.
- Launched 4 new websites in 1 year, ensuring alignment with creative strategy.

Creative Services Manager (Senior Designer) / 2007 - 2014

RamQuest

Recruited as inaugural member of marketing department and sole designer, overseeing all design, web, and digital marketing initiatives. Managed customer branding projects, steered SEO/SEM strategies, and fulfilled advertising needs for affiliate company.

KEY IMPACTS

- Orchestrated multi-channel launch of flagship software, from branding to tradeshow.
- Launched company's first social media presence and established editorial calendar.
- Salvaged costly conference by cutting printing costs 70% using design thinking.
- Transitioned and implemented CSM platform after proving ROI, saving cost of 1 FTE.
- Centralized web platforms through Umbraco CMS integration.
- Realized \$30K annual savings with modular tradeshow booth design.

Marketing + Design Associate / 2005 - 2007

YMCA of Metropolitan Dallas

Executed integrated marketing and communications strategies, fostering community engagement and member satisfaction. Managed high-impact design projects.

KEY IMPACTS

- Promoted during period of expansion to support diverse team across 22 branches.
- Fostered immediate trust with local marketing teams, reducing managerial oversight.
- Authored CMS training manual and trained staff in website customization.

VOLUNTEER

Director of Marketing + Publicity / 2019 - present

Runway Theater

- Led theater 2020 rebrand and launch, increasing Instagram followers 344%.
- Developed multi-channel promotional strategies praised by production directors.
- Boosted membership from 35 to 76 and restored audience capacity to 80%.
- Transitioned all design work in-house, saving over \$8K annually in designer fees.

Education

MFA • Multi-media design
Full Sail University

BA • Communications
Dallas Baptist University

Teaching

Part-time Faculty Member
Design Thinking
Laureate Universities