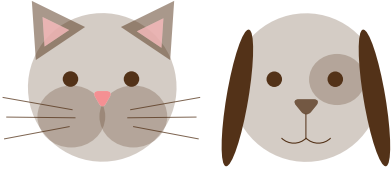


# JESSIE MARTIN

## WORK



### BIDE-A-WEE

NYC, 2005 - 2006

**Outreach Coordinator**

[www.bideawee.org](http://www.bideawee.org)

Came up with creative ways to get animals adopted in NYC: ad campaigns, promotional materials, merchandise, events

\* *FACT: I was featured in a dog-training segment for the Martha Stewart Apprentice! It did not air.*



### CUPCAKE ROYALE

SEATTLE, 2006 - 2010

**Creative Director**

[www.cupcakeroyale.com](http://www.cupcakeroyale.com)

Helped grow a cupcake café business from 3 locations to 5. Team added extensive online operations, hundreds of thousands of \$\$\$ in wholesale, + gained national attention for creative work, brand strategy, + community involvement. Developed annual marketing plan + budget. Responsible for conceiving + production of all campaign creative work: web, print, packaging, merch, copy, e-mail, social, community, etc.

# NOW



## AMERICAN, AQUARIUS, 1982

A former in-house creative type, now I work in my own house for a wide variety of local, national, and international clients, and I enjoy the unique challenges of each. Even though I am out on my own, I love to collaborate with teams of smart, talented, enthusiastic problem-solvers, and I'm always eager for an opportunity to do just that.

**B.A. ENGLISH LIT., DIGITAL FINE ART  
SAINT ANSELM COLLEGE 2004**

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## SKILLS

### Capabilities

Illustration  
Data viz.  
Iconography  
Branding  
Packaging  
Web/UI/UX

### Tools

Adobe CS 5.5  
Sketchbook Pro  
HTML  
CSS  
Wordpress  
Social Media

+++

Concepting, Copywriting,  
Marketing, Strategy, CRM

## LIFE



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