



JAI-LYNN HOOPS
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EDUCATION

The Modern School of Design

Associates of Applied Business in Advertising Art – Cum Laude

EXPERIENCE

Lucid Day • Remote Position • September 2021 - Present

Title(s): Solution Architect (2021 - May 2022); Customer Support Manager (May 2022 - July 2022); Head Sales and Product Engineer (May 2022- September 2022)

Responsibilities:

- Identified and created co-sell opportunities with Monday.com’s representatives and other certified partners.
- Maintained relationships with certified partners and Monday.com representatives.
- Established relationships with clients, certified partners, and Monday.com representatives through the public community and partner community.
- Created content for Lucid Day’s marketing agency and advised on marketing efforts and design across multiple social media channels, blog posts, and email campaigns.
- Established a continuous improvement plan for all Monday.com *Solutions* (complete layouts and operational systems upon purchase) and documentation.
- Created a marketing plan for all *Solutions* across social media, webinars, for Monday.com representatives, and internally.
- Created content and hosted B2C webinars.
- Updated and maintained website changes and content.

Contact: Julie Thoreen - President of Lucid Day - 612.701.7906

Jai-Lynn Hoops Design • Remote • January 2021 - Present

Michelle’s Macarons:

- Advised on video content, branding, and marketing efforts.
- Monitored social media channels and maintained conversations within a designated Facebook Group.
- Regularly edited video content for YouTube and established motion design elements.

Drew Laine Designs:

- Maintained multiple projects, set deadlines, and maintained relationships with the design team, production team, CEO, and clients in a B2B/B2C setting.
- Established workflow for clients and design team to evaluate and maintain multiple online stores and designs projects.
- Evaluated design work and communicated steps for production, design, and clients.

Sunrise Windows, Ltd • Temperance, Michigan • May 2018 - January 2021

Title: Multimedia Designer

Responsibilities:

- Created Monday.com workflow system across multiple departments/use cases.
- Established and executed Monday.com onboarding/training for multiple departments.
- Rebranded multiple product lines and associated B2B resources.
- Animated a series of informative 2D animation videos.
- Created detailed storyboards.
- Selected and obtained licensing for video content audio.
- Captured video and edited content for internal and social media posts.
- Maintained website content and applied updates as needed.
- Maintained relationships with vendors for continued services.
- Created content across multiple social media channels and a plan for the future.

Contact: Nikki Domanus - Communications Manager - 419.388.7667

PROFICIENCIES

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|----------------------|----------------------|---------------------------|
| • Monday.com | • Audition | • Problem Solving |
| • After Effects | • PowerPoint/Prezi/ | • Marketing Strategy |
| • Premier Pro | Keynote/Ingage | • Campaign Creation |
| • Illustrator | • Excel | • Customer Service |
| • InDesign | • Hubspot | • Interpersonal Skills |
| • Photoshop | • DocuSign | • Leadership Skills |
| • Character Animator | • Canva | • Teamwork Skills |
| • Media Encoder | • Project Management | • High Level Organization |