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## EDUCATION

### The Modern School of Design

Associates of Applied Business in Advertising Art – Cum Laude

## EXPERIENCE

### 26FIVE • Remote • November 2022 - Present

Title: Design and Production Manager

Responsibilities:

- Managing the day-to-day running of the Creative Studio; managing studio operations, making full use of project management and collaboration tools
- Conduct daily evaluation of workload balance and assignments across the agency
- Efficiently managing studio and Design team time, in accordance with SOWs and budget
- Clearly communicating the client and project needs to the design team to ensure that the work meets the agreed deliverables
- Assessing and clarifying client briefs with Account Managers and working with Creative Leads to assign the appropriate designers to a project
- Assisting on creative production and meeting with team members for feedback
- Creating and implementing deadlines, project goals, expectation, and workflows, to ensure a smooth production process with on-time delivery
- Ensuring image libraries and video files are stored and named according to protocols
- Ensuring time tracking is completed effectively across agency
- Creating systems and processes so the agency is aware of creative studio operations
- Help grow and drive the efficiency of the department through training and technology

Contact: Sophie Ann Terrise - CEO - 917.806.7698

### Lucid Day • Remote • September 2021 - September 2022

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 - Former President of Lucid Day - 612.701.7906

### JHoops • Remote • January 2021 - Present

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.

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## EXPERTISE

- Monday.com
- Hubspot
- Campaign Creation
- PowerPoint/Prezi/
- DocuSign
- Creative Cloud Suite
- Keynote/Ingage
- Canva
- Project Management
- Excel
- Marketing Strategy