



419.966.8472



jailynnhoops@gmail.com



www.linkedin.com/in/jailynnhoops

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

- 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

Jai-Lynn Hoops Design • 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.

419.966.8472

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.

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

Title: Multimedia Designer

- Created Monday.com workflow system across multiple departments/use cases.
- Established and executed Monday.com onboarding/training for multiple departments.
- Re-branded 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

EXPERTISE

- Monday.com
- After Effects
- Premier Pro
- Illustrator
- InDesign
- Photoshop
- Character Animator
- Media Encoder
- Audition
- PowerPoint/Prezi/Keynote/Ingage
- Excel
- Hubspot
- DocuSign
- Canva
- Project Management
- Problem Solving
- Marketing Strategy
- Campaign Creation
- Customer Service