

JORGE DE JESUS

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Professional Summary

Marketing Coordinator and Senior Designer with 20+ years of experience turning ideas into measurable results. I help organizations increase brand visibility, improve engagement, and streamline marketing operations through strategic design, data-driven campaigns, and cross-channel execution. Known for bridging creativity with business goals, reducing bottlenecks, and delivering consistent, on-brand work across digital, print, and physical environments. I bring hands-on execution, leadership, and problem-solving that help companies communicate better, operate smoother, and grow faster.

Core Value I Bring

- Execute marketing campaigns that drive engagement, enrollment, and conversions
- Improve operational efficiency through organized workflows, assets, and inventory
- Strengthen brand consistency across locations, platforms, and teams
- Support revenue growth with strategic visuals, messaging, and content
- Serve as a reliable bridge between creative, marketing, leadership, and vendors

Professional Experience

CBT Technology Institute — Marketing Coordinator

March 2025 – Present | Miami, FL

Lead multi-channel marketing initiatives supporting multiple campuses and academic programs. Central resource for branding, creative execution, and operational marketing support.

Key Contributions

- Develop and manage email/SMS campaigns for enrollment, events, and institutional initiatives
- Produce flyers, brochures, signage, and promotional materials aligned with brand standards
- Oversee vendor coordination, promotional product orders, and cost-controlled mockups
- Maintain marketing inventory, forecast needs, and reduce waste across campuses
- Support paid advertising with creative assets and campaign execution
- Analyze performance reports and provide insights to improve future strategies
- Lead presentation design and visual storytelling for leadership and events
- Provide professional photography for marketing, campus life, and promotional use

Impact

- Improved operational efficiency through centralized marketing materials
- Strengthened branding consistency across all campus locations
- Accelerated campaign execution with in-house creative support

HealthMerch — Design Manager

June 2023 – March 2025 | Miami, FL

- Led creative strategy for branding, marketing collateral, and product mockups
- Managed multiple design projects aligned with business goals
- Contributed UI/UX-informed design for digital platform improvements
- Delivered scalable, consistent creative solutions across teams

Freelance Creative Work (Mad About Art)

January 2010 – Present | Miami / Fort Lauderdale, FL

Freelance designer supporting businesses with branding, web, print, and promotional solutions.

- Developed visual identities, marketing assets, and digital content for diverse industries
- Produced design systems, mockups, and print-ready materials
- Provided strategic creative guidance and long-term support to clients

Activate Swag — Graphic Designer & Production Manager

June 2021 – March 2023 | Miami, FL

- Designed promotional products and print materials for large-scale campaigns
- Created production-ready mockups supporting sales and marketing teams
- Improved turnaround and quality through workflow and SOP development

i2k Digital Solutions — Senior Graphic Artist & Web Manager

February 2020 – May 2021 | Miami, FL

- Managed website updates, branding initiatives, and SEO-driven content
- Designed interactive digital assets to improve user engagement
- Provided photography and video content for marketing efforts

Hygea Holdings Corp — Director of Compliance

November 2014 – April 2018 | Miami, FL

- Ensured regulatory compliance within healthcare and Medicare environments
- Developed training programs and quality assurance protocols
- Strengthened documentation standards and operational accountability

U.S. Navy Reserve — IT Administrator / Boatswain's Mate

April 2007 – September 2015 | Miami / Fort Lauderdale, FL

- Managed IT systems, security protocols, and operational readiness
- Conducted training and supported mission-critical operations
- Built discipline, leadership, and adaptability in high-pressure environments

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

Figma • Canva • HTML/CSS (working knowledge)

Email & SMS marketing platforms

Digital and print production workflows

Photography & visual content creation

SEO fundamentals & web content optimization

Education

Bachelor of Arts — Animation & Visual Effects | The Art Institutes

Associate of Arts — Digital Arts | College of Business and Technology

Personal Brand Statement

I don't just design or market—I solve problems. I bring structure to creativity, clarity to messaging, and consistency to execution so organizations can show up stronger, communicate better, and grow smarter.