

SONORA T. JACKSON

COMMUNICATION, ART DIRECTION AND CREATIVE DESIGN

703.864.9423 | sonora@saysomethingdesigns.com
www.linkedin.com/in/sonorajackson
www.saysomethingdesigns.com

Innovative and entrepreneurial design manager with career expertise in art direction, project management, creative dynamic visuals, innovative strategies, and brand management in corporate and nonprofit settings. Proven ability to develop effective multi-platform campaigns for online and print delivery. Imaginative, dedicated, flexible and passionate. Skilled at typography, composition and color theory, with an excellent eye for design and delivering quality results. Uniquely effective in communicating and collaborating across functions at all levels of leadership to translate and guide strategic direction through design while managing concurrent projects in a fast-paced environment.

EXPERIENCE

Grant Thornton LLP
Arlington, VA
8/17 to Present

Design Manager

Champion the corporate brand. Collaboratively develop the national visual identity and design fresh and creative branded elements. Partner with senior leadership to develop cohesive short- and long-range strategic plans, communications campaigns, visuals, and materials that help achieve business goals.

- Hire, manage and mentor two graphic design direct reports, guide social media, communications and digital teams; control workflow and review completed projects to ensure quality and accuracy.
- Manage a budget of \$280K for internal program including: printing costs, agency and contractor fees.
- Work with external design agency to leverage a budget of over \$10k to create custom client welcome kits complete with personalized experiences for top tier client program members.

8/15 to 8/17

Senior Design Lead

Executed, implemented and produced print and digital media, including marketing collateral, advertising, trade show and presentation graphics, direct e-mail, packaging for internal brand.

- Created and presented storyboards, renderings and/or initial graphic designs, and communicate strategic execution of concepts to leadership, resulting in company-wide adoption of new internal brand materials.
- Led the creative development of industry diagnostics mobile application design, increasing software adoption rate to 80% of total Markets, Clients and Industry Group.
- Served as the sole provider/trainer of the Markets, Clients and Industry internal brand/visual identity materials for vendors, freelancers and other groups
- Managed design workflow, process and resources against internal needs, increasing efficiencies and maximizing budget spend.

10/12 to 8/15

National Creative Design Specialist

Conceptualized, designed and executed national programs for both print and digital marketing materials from concept development through production.

- Assisted in strategy and implementation of rebranded identity system firmwide.
- Increased brand presence among colleges and universities; doubled web views for the recruiting homepage, and increased employee recruitment.
- Created national external strategic campaign around firm's CEO Growth Forum.
- Developed enhanced logo library to drive brand consistency and improve efficiency.

10/05 to 10/12

Regional Graphic Designer

Translated abstract ideas and written content into creative and engaging digital and print deliverables.

- Prepared request-for-proposals, generated statements-of-work, and scheduled inter-group coordination for sales and marketing team. Provided quality assurance of all creative deliverables.
- Managed relationships with creative agencies, printers and other vendors.
- Delivered brand training to new employees, led, and developed brand training updates for staff.

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ENTREPRENEURIAL / FREELANCE EXPERIENCE

- Say Something Designs**
Alexandria, VA
01/10 to Present
Freelance Art Director
Contribute strategy, cross-channel marketing design, and art direction to small businesses and non-profits. Develop visual identities, brand systems, logos, print design, web graphics, interactive PDFs, promotional material, and signage.
 - Develop an elevated branding strategy that increased March of Dimes' annual fundraising gala attendance to over 650 United States Senators, Representatives and guests, and 90 corporate sponsors; raising over \$1M in donations.
 - Manage contracts, budgets, billing and payment collection for all projects.

VOLUNTEER EXPERIENCE

- Go, Grow & Be**
Alexandria, VA
11/18 to Present
Committee Chair, Marketing and Communications Board
Direct the communication strategy to execute recruitment, messaging, fundraising, awareness and branding.
 - Develop guidelines and tools that facilitate brand usage. Develop and maintain multi-platform brand packaging for all sub-brands; Drive new website traffic and create social media presence via, LinkedIn, Twitter, Instagram and Facebook resulting in local event attendance and over \$1k in donations.
 - Create and manage departmental \$10K budget.
 - Collaborate with CEO and board members to establish and drive innovative ways to market and brand initiatives, ensuring results translate across all media (interactive digital ads, social media outlets, print).

EDUCATION

- Virginia Polytechnic Institute and State University (Virginia Tech)**
Blacksburg, VA

Bachelor of Science (B.S.) in Marketing Management

Bachelor of Arts (B.A.) in Mass Communication

CORE COMPETENCIES

- Creative Direction
- Corporate Branding
- Brand Strategy
- Art Direction
- Project Management
- Corporate Communications
- Strategic Planning
- Facilitation
- Collaboration
- Effective Communication
- Team Leadership
- Organization
- Attention to Detail
- Problem Solving

TECHNICAL PROFICIENCY

- After Effects
- CSS
- Dreamweaver
- HTML
- Illustrator
- InDesign
- MS Office Suite
- Photoshop
- Premiere