

JARED VERDEJO

Creative Strategist



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WORK PHONE
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QUALIFICATIONS

Multimedia Communications
Certificate, College of Lake County
Completion: Spring 2021

Graphic Design
Certificate, College of Lake County
Completion: Fall 2021

Professional Technical
Communications
Certificate, College of Lake County
Completion: Fall 2020

Skills

Typography, Color Theory, Photo Editing, Videography, Layout Design, Front-End web design, Technical Writing, and Pre-Press/Pre-Flight Comprehension.

- Oral and Written Communication
- Social Media and Design Trends
- Team Player *and* Independent



HELLO

Creative-minded and independent strategist transforming the way businesses interact with their audience through content. With over 5 years of freelance and in-house designing experience, brings a blend of abstract and creative design techniques. Entrepreneurial at heart and a team player recognized for unique perspective, keeping up with online trends, and digital savviness. Experience with grant-writing and curriculum development.

CREATIVE TOOLS



Proficient in Adobe Creative Suite, Microsoft Office, Creator Studio, Wix, Figma, Canva, and social media tools.

EXPERIENCE

Social Media Intern

[College of Lake County / Grayslake, IL / July 2019-2020](#)

Flyer design, social media management, support with office operations/administrative team, assist other students with employment and scheduling appointments.

Apprenticeship Program Associate

[Career & Job Placement Ctr. / Hybrid / July 2020-2022](#)

Promoted from Social Media Intern to college staff in 2020 during pandemic (remote work). Tasked to build a curriculum for a virtual 10-week Computer Information Technology Pre-Apprenticeship Program. Designed all marketing materials to promote this program via email newsletters and social media.

Contract Graphic Designer

[Potboiler Media LLC / Lake County, IL / Oct. 2021 - Present](#)

Support small businesses with cameras and lights for live-streamed events. Knowledge of equipment in multimedia studio located in downtown Waukegan, Illinois. Support directors with designing websites and business materials/graphics for recurring clients all over Lake County, Illinois.

Freelance Graphic Design, Verdejo Studio

[Remote/In-Person Work / August 2017 - Present](#)

Business packages, photography, website design/ development, social media marketing and management, media consulting, support clients with event planning and promotion, create commissioned paintings, youth media camp volunteer, non-profit volunteer, article writing, etc.