# **Jonathan Vega *Design & Marketing Professional***

Contact

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Portfolio: [www.jonathanvega.co](https://jonathanvega.co/)

Top Skills

Creative Development, Marketing Analytics, Advertising, Brand Strategy, Cross-functional Collaboration, Budget Management, SEO and Online Presence Optimization, Campaign Performance Analysis, Graphic Design

*Experienced marketing and design professional with over a decade of expertise in graphic design and strategic marketing. Currently serving as Associate Director of Marketing at KIPP Public Schools Northern California, driving brand cohesiveness and overseeing multi-channel campaigns.*

Experience

**KIPP Public Schools Northern California**

*Associate Director of Marketing | July 2023 - Present*

* Developed content for C-Suite and Board, ensuring alignment with branding efforts across 22 schools.
* Orchestrated annual campaigns to enhance brand visibility and stakeholder engagement, noting an increase of 64% to overall website traffic.
* Led creative strategy and production, collaborating with external designers and managing media projects.
* Managed brand assets for accessibility across stakeholders, ensuring marketing collateral on DAM platform is current and accessible for over 900 KIPP staff.
* Optimized online presence through SEO analysis and G4 analytics, implementing changes to enhance visibility.
* Oversaw budgets to maximize ROI in collaboration with directors leading to a 50% reduction in physical media spend.
* Led awareness campaigns across the San Francisco Bay Area region utilizing various media channels and collaborations with local groups.
* Regularly acted in a design and production capacity to create marketing and growth initiative materials for both print and web awareness campaigns.
* Supported visual and user experience aspects of website design.

*Marketing Manager | August 2021 - July 2023*

* Generated content and messaging aligned with strategic priorities for KIPP Northern California.
* Managed and enforced brand and style guidelines at both regional and school levels for our network of 22 schools.
* Collaboratively developed marketing strategies and creative production plans, producing materials that effectively reached key audiences running 3 large awareness campaigns a year.
* Tracked and analyzed campaign results to optimize future efforts on Google Analytics on a bi-weekly basis.
* Directed and worked closely with contract graphic designers to execute print and digital media projects reflecting the brand.
* Supervised 22 on-campus photo shoots and consulted on 3 video production projects to ensure impactful and concise communication.
* Supported visual and user experience aspects of website design.
* Enhanced social media presence through design and messaging for Facebook, Twitter, MailChimp, and other platforms.
* Tracked and updated project budgets, ensuring efficient use of resources.
* Led graphic design for marketing materials across print, web, and social media using Figma, Adobe: Illustrator, Photoshop, and InDesign.

**Minted** *Graphic Designer, Team Lead & Consultant (Multiple Roles) | October 2013 - January 2021*

* Aided customers with design solutions and managed design consultations queues via Salesforce CRM.
* Improved customer experience through social media outreach and support.
* Achieved 83% client conversion rates and provided graphic design consulting services to VIP clients.
* Ensured quality and consistency in design deliverables, meeting client expectations through feedback sessions and process improvements within team.
* Directed workload and team performance to meet production goals by monitoring KPIs and offering coaching.
* Oversaw and led photo editing processes and maintained quality standards by implementing training to both in-house and external teams.
* Graphic designer across print, web, and social media using Adobe CC for pre-production deliverables.

Education

Master's degree, Business Administration and Management   
Western Governors University

Bachelor's degree, Business Administration - Marketing   
University of the People

Associate's degree, Graphic Design   
Fashion Institute of Design & Merchandising