



JIM DEWAN

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OBJECTIVE

Creative and detail-oriented designer with expertise in digital, print, and email design. Experienced in email marketing, print, direct mail, social media, digital advertising, and both B2C and B2B marketing. A collaborative problem-solver who thrives in fast-paced environments, meets deadlines, and adapts to challenges. I have worked with clients across the casino, retail, pharmaceutical, finance, and education industries, bringing strategic and impactful designs to diverse markets. Eager to contribute, grow, and continuously refine skills while making a meaningful impact.

EXPERIENCE

308 Target Marketing | Freelance Senior Multimedia Designer | Oct 2024 - Present

- Conceptualize, design and produce logos, ads, brochures, booklets, business cards, digital ads, and website graphics.
- Collaborate with internal client, director of marketing or project manager to develop ideas and concepts.
- Researched information and materials needed for special design projects and business needs.
- Maintain product and stock photos for corporate library and edit as needed for digital and print.

Electric Bike Technologies, Inc. | Graphic Designer | Aug 2019 - Feb 2024

- Designed and produced a variety of marketing materials, including manuals, brochures, business cards, stickers, postcards, and web/print ads, while ensuring consistency with Electric Bike Technologies' branding guidelines.
- Created and managed web banner ads for retargeting campaigns using AdRoll.
- Maintained and updated Shopify websites for all five brands.
- Designed and executed email templates and marketing campaigns using MailChimp and Zoho Campaign.

A&B Sunrooms and Remodel | Freelance Graphic Designer | Mar 2011 - Jul 2019

- Designed, wrote, and maintained the website using Wix.
- Optimizing the website for SEO, submitting it to search engines, and ensuring regular updates.
- Established and managed a Google My Business profile.
- Created and maintained social media pages and posts to enhance online presence.

Villanova University | Freelance Production Artist | Jan 2017 - Nov 2018

- Updated and created ads based on Villanova University branding guidelines.
- Supported art directors in designing ads, brochures, charts, and other collateral materials.
- Designed banner ads for the Villanova website and graphics for social media.
- Packaged digital files according to supplied specifications for the university's printer.

Vanguard Financial | Freelance Production Artist | May 2018 - Jun 2018

- Updated and versioned brochures, white papers, hard cards based on Vanguard Financial branding guidelines.

Covance | Freelance Production Artist | Jul 2017 - May 2018

- Designed cell sheets, bio sheets, white papers, and case studies based on the Covance branding guidelines.
- Creating snapstats for social media, web, and internal use.

EDUCATION

New Jersey City University | B.A. Graphic Design

SKILLS

Adobe InDesign, Illustrator, Photoshop, Acrobat, and Premier Rush, Microsoft Office, Google Suite, Slack, Adroll, Canva, Dropbox, HTML, MailChimp, Zoho Campaign, Shopify, WordPress, Wix, Buffer, Meta, ChatGPT, DALL-E, Midjourney, LinkedIn, Facebook, Instagram, Twitter, Pinterest and traditional board skills.