

jihan chesher

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summary

Throughout my career I have worked as an in-house art director and designer, an ad agency designer, in print production and as a freelance designer. I am currently seeking new opportunities with a company that demands high-quality design to further business goals and a professional image. I am certain my expertise is of value to any company seeking professionalism, creativity and leadership.

skills

Mac OSX, Windows 10, InDesign CC, Photoshop CC, Illustrator CC, Acrobat Pro, Microsoft Office, Google Docs, Brand Development, Typography, Digital Illustration, Page Layout, Logo Design, Photography, Digital Prepress, Emerge, BombBomb, Social Media Marketing, WordPress

professional experience

United Country Real Estate, Kansas City, MO

August 2011 - Present

Associate Art Director (Sept 2015 - Present)

- Responsible for creative vision and design of annual national convention
- Direct and create targeted email campaigns to increase engagements and conversions
- Design and implement targeted social media campaigns to reach segmented audiences
- Identify and execute franchise marketing needs through direct correspondence/communication
- Mentor and provide art direction and campaign strategy to graphic designers and entry-level staff

Lead Graphic Designer (Aug 2011 - Sept 2015)

- Research, redesign and build corporate identity and brand strategy for corporate headquarters and franchisees
- Responsible for editing, updating, and designing advertising/promotional materials and signage
- Create, build and maintain a toolkit of branded templates and resources for franchisees
- Provide creative direction and continuous updates to national catalog, including increased online distribution

Sosland Publishing, Kansas City, MO

April 2011 - July 2011

Graphic Designer

- Sole designer responsible for layout and design of two monthly magazines
- Led redesign of key magazine components, leading to increased circulation and online engagements
- Initiated and increased communication between sales team and design department

Four Leaf Creative, Fort Smith, AR

May 2007 - January 2010

Graphic Designer

- Designed concepts and execution of advertising/promotional materials, corporate/brand identity and packaging, for local and national campaigns
- Supervision and art direction over interns and new employees
- Cultivated long-term trust relationships with clients and vendors throughout tenure

education

Park University, Parkville, MO

Bachelor of Science - Management/Marketing

Anticipated December 2020

University of Arkansas - FS, Fort Smith, AR

Associate of Applied Science Degree - Graphic Design

May 2005

references

Lauren Aleshire, Kauffman Foundation, Kansas City, MO

319.573.6770

Senior Content Marketing Specialist

Stephen Kretsinger, Kretsinger 5 Photography, Kansas City, MO

816.799.5986

Communicator, Photographer

Jill Vaughan, Swim Things, Kansas City, MO

816.718.8923

Marketing Director