

# Jasmine Patel

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## SUMMARY

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Creative Director with over 8 years of experience in leading innovative projects and developing impactful marketing strategies. Expert in brand development, visual storytelling, and cross-functional team leadership. Proven track record of driving revenue growth and enhancing customer engagement through creative solutions.

## EXPERIENCE

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### Creative Director

Jan 2022 - Present

*Bright Ideas Agency, Austin, TX*

- Led a creative team that generated a 30% increase in client satisfaction, as measured by feedback surveys.
- Developed and launched a social media campaign that increased brand awareness by 50% within 6 months, contributing to a \$200,000 revenue growth.
- Implemented a new project management tool that streamlined workflow and reduced project delivery time by 20%.

### Senior Art Director

Jun 2018 - Dec 2021

*Innovate Marketing, San Francisco, CA*

- Directed visual strategy for a major product launch that achieved 150% of sales targets in the first quarter.
- Collaborated with cross-functional teams to create cohesive branding across digital and print platforms, enhancing the customer journey.
- Mentored junior designers, leading to a 40% improvement in team productivity and quality of deliverables.

### Graphic Designer

May 2015 - May 2018

*Creative Spark LLC, Los Angeles, CA*

- Designed marketing materials that contributed to a 25% increase in event attendance and ticket sales.
- Created digital assets for online campaigns that improved click-through rates by 35%.
- Utilized Adobe Creative Suite to produce high-quality graphics, ensuring brand consistency across all channels.

## EDUCATION

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### Bachelor of Science in Graphic Design

May 2018

*University of California, Los Angeles, Los Angeles, CA • GPA: 3.7*

## SKILLS

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**Technical Skills:** Creative Strategy, Brand Development, Visual Storytelling, Project Management

**Tools & Frameworks:** Adobe Creative Suite, Figma, Asana, Google Analytics