

JACLYN CASTALDO

Graphic Designer

CONTACT

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EDUCATION

**Southern Methodist University
Dallas, TX. 2014**

- Film and Media Arts BA
- Graphic Design Minor
- Fashion Media Minor
- Member of Kappa Alpha Theta

SKILLS

- Adobe Creative Suite
- Digital Marketing
- Advertising
- Creative Solutions
- Brand Design
- Presentation/Deck Design
- Production Design
- Package Design
- Style/Brand Guidelines
- Layout Design
- Color Theory
- Typography
- Art Direction
- Logo Design
- User Interface Design
- Social Media
- Customer Service
- Time Management
- Multitasking
- Collaboration

EXPERIENCE

AEG, Los Angeles, CA.

Graphic Designer, March 2017- present

- Conceptualize and execute a variety of print, web and multi-media projects for this worldwide leader in sports and entertainment productions
- Produce graphic designs for branding/retail identity, ads, brochures and various print collateral

Dick Clark Productions, Santa Monica, CA.

Graphic Designer, August 2015- March 2017

- Collaborated closely with the Creative Director in developing style guides for televised, live events such as American Music Awards, Billboard Music Awards, Hollywood Film Awards, Golden Globes, New Years Rockin' Eve etc.
- Produced social media toolkits and lead-up digital assets to be distributed to talent and for each show's corresponding social media accounts

Method Studios/Company 3, Santa Monica, CA.

Client Services Associate, March 2015- October 2015

- Supported daily requests and requirements for post production clients and staff
- Worked closely with producers and maintained artist bays

Coca- Cola, Dallas TX.

Student Brand Ambassador, 2013-2014

- Connected Coca-Cola brands with college student target audiences to create Brand Advocates and promote sales
- Utilized analytics, digital solutions, social media, and event marketing

OTB Think, Plantation, FL.

Advertising/Marketing Intern, Summer 2012

- Sourced new business prospects by using social media and corporate databases
- Participated in "Big Think" brainstorming sessions with new clients to develop alternative brand strategies
- Researched social media sites to analyze brand messaging for beauty and entertainment clients

Fashion Industry Gallery (fig), Dallas, TX.

Merchandising Intern, Spring 2011

- Assisted with logistics and merchandising to promote jewelry/apparel products to key buyers during the 2011 Market Week Event