

JAMIE ESHLEMAN

BRAND EXPERIENCE & DESIGN

CONTACT

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PROFILE

Collaborative designer & marketer with 15 years of experience in data-driven research and brand design seeking a UX Designer role within a creative and innovative organization

EDUCATION

UX/UI CERTIFICATION

DesignLab
2021 - 2022

MBA / MASTER OF

INTERNATIONAL BUSINESS

San Francisco State University /
University of Nice Sophia Antipolis
2011 - 2013

BACHELOR OF SCIENCE

Marketing
Indiana University
2003 - 2007

SKILLS

PROFESSIONAL

Visual Design
Prototyping
Wireframing
Strategic Planning
User Research
Project Management
Brand Management

WORK EXPERIENCE

BRAND PARTNERSHIP CONSULTANT

1/ST | Remote | 2021 - Current

- Developed brand partnership strategies with high profile brands to create consumer awareness, build lasting impressions, and increase product sales
- Managed client programs from conception to execution and collaborated between external stakeholders and internal teams
- Led project management balancing scope, timelines, and budgets, working closely with the creative and production teams
- Cultivated and managed a portfolio of partners and drove long-term retention
- Delivered defined ROI's, key learnings, reporting and evaluations of partnership impact
- Demonstrated the creativity to balance strategic plans with tactical realities and quickly adapted to frequent directional changes

BRAND EXPERIENCE SUPERVISOR

Motive | Denver, CO | 2019 - 2021

- Built unique customer experiences through market analysis, customer feedback, user metrics, and research findings
- Advised clients on brand strategies and developed project roadmaps to achieve objectives and KPI's
- Owned programs end-to-end defining scope, setting goals, driving alignment, and iterating on designs
- Worked autonomously leading the development of creative concepts, briefs, and pitches
- Analyzed patterns and translated them into useful insights to develop brand strategies and messaging
- Developed program recaps and analyzed metrics to determine ROI and success indicators

SKILLS

TECHNICAL

Figma
Sketch
Wordpress
Canva
Adobe Creative Suite
Asana

VOLUNTEER & AID WORK

**DISASTER MANAGEMENT GROUP
AFGHAN REFUGEE CAMP**
2021-2022

FIRST DESCENTS
2019-Present

INTERESTS

Rafting
Camping
Hiking
Travel
Music
Cooking

REFERENCES

MELISSA KIRBY

Amazon Music
melissankirby@gmail.com
773-848-3020

RACHEL WATKINS

Amazon
rachel.liz.watkins@gmail.com
970-946-4928

WORK EXPERIENCE CONTINUED

SENIOR PROGRAM MANAGER

Corso Agency | Remote | 2012 - 2019

- Managed large-scale programs for prominent clients such as Red Bull, Heineken, Absolut, 7UP, Google, Delta, and Adidas
- Owned all program coordination from conception to completion, including strategy development, task delegation, creative design, process development, and client partnerships
- Acted as the liaison between internal cross-functional teams and external partners to ensure all deliverables were properly executed
- Managed contract negotiation and execution to ensure deliverables and compliance terms were met
- Oversaw branding initiatives for collateral, graphic design, and digital communications supporting a program
- Coordinated all program production and logistical elements for on-site execution

MARKETING COORDINATOR

Rodney Strong Vineyards | Healdsburg, CA | 2008 - 2011

- Designed market research and leveraged data to develop and implement branding strategies for new products
- Provided sales team support executing national retail and in-store programs for cross-promotional partnerships
- Designed, implemented and managed a POS fulfillment website to track promotion trends, manage inventory levels, and improve order efficiency for the national sales team
- Composed creative briefs and art direction for local and national advertising and POS materials targeting trade and consumer audiences
- Utilized technology platforms such as Google Analytics to evaluate success indicators of digital marketing programs
- Played a key role in the strategy, branding, execution and results tracking of local and national marketing campaigns for multiple brands