

EMILY JANNEY

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Graphic Designer | Marketing Strategist | Project Manager

Creative Marketing Specialist with extensive experience in the A/C/E and finance industries. Proven success in leading marketing and brand development efforts. Manages graphic and digital design activities to enhance company and brand awareness. Maintains company websites and web pages. Develops proposal and presentation materials. Creates marketing content across multiple channels. Maintains positive relations with business partners and vendors to deliver projects on time. Organized with strong project management and event planning skills.

CORE SKILLS

Microsoft Office	Adobe Premier	Project Management
Adobe Creative Suite	WordPress CMS	Consultative Sales Techniques
Graphic and Digital Design	Strategic Planning	Vendor Relations and Contracts
Event Planning and Promotions	Social Media Platforms	Website /Webpage Management
Marketing Content Development	Brand Identity Management	Microsoft Dynamics CRM Systems

PROFESSIONAL EXPERIENCE

2019 - PRESENT

Marketing Specialist Turner Construction Company - Baltimore, MD

Consistently produces high-quality marketing materials resulting in winning multi-million dollar projects.

Works with a Business Development team responsible for more than \$450 million of construction volume on an annual basis. Uses Adobe Creative Suite to create proposals, presentations, brochures, and other marketing materials. Excels at leading teams and keeping all focused within tight deadlines.

Selected Achievements:

- Defines, schedules, and manages the proposal preparation process, including identifying details, past project experience, and staffing required for proposals for general contracting services for commercial construction.
- Generates custom proposals, including writing/editing copy, layout design, creating custom artwork and infographics, tailors resumes for projects ranging from \$500,000 to \$400 million.
- Prepares submissions using industry standard templates including A305 and SF330.
- Coordinates the assembly and production of RFP/RFQ responses in the pursuit of new work, and ensuring every deliverable is crafted with the highest quality.
- Works with photographers to select and purchase photos of completed projects.
- Develops company PowerPoint presentations for interviews and client presentations.
- Participates in local media events as well as community and industry activities civic to enhance the image of the company.
- Creates monthly internal communication materials for entire region.

2016 - 2019

Marketing Specialist Havtech - Columbia, MD

Led the design, development, and purchasing of all company marketing materials and promotional sales items.

Managed the company website, new website design with external vendors, and social media activities. Developed marketing case studies. Controlled and maintained the marketing materials inventory. Initiated and managed all company e-mail sales communications.

Selected Achievements:

- Designed a range of marketing collateral including advertisements, banners, brochures, catalogs, invitations, graphics, and signs.
- Worked closely with external vendors to deliver marketing projects on time.
- Developed and updated website content and social media content.
- Coordinated and facilitated all trade show production events.
- Developed advertising and promotional campaigns to support company events and sales goals.

- Created and distributed a new internal company newsletter.
- Successfully developed and implemented a new online process for gathering data from external customers.
- Designed, ordered, and maintained company inventory of promotional materials within departmental budgets.
- Developed a new company website in collaboration with an external vendor.

2013 - 2016

Marketing Coordinator Havtech - Columbia, MD

Developed and managed the company brand across all marketing channels.

Created all marketing collateral. Oversaw the development of sales presentations. Coordinated new staff onboarding activities and materials. Supported all event management planning and logistics.

Selected Achievements:

- Designed all internal and external marketing, office, and retail signage.
- Developed and implemented new internal brand and social media standards and policies.
- Ensured marketing materials underwent regular review and adhered to brand guidelines.
- Supported Sales and Marketing initiatives with standard and project specific collateral.

2011 - 2012

Service Coordinator Havtech - Columbia, MD

Organized and managed field labor support for customers.

Received and responded to customer calls and service requests. Coordinated, scheduled, and dispatched available resources as needed.

Selected Achievements:

- Effectively prioritized and documented in detail all service requests.
- Liaised with various internal and external departments to deliver superior customer service.

ADDITIONAL EXPERIENCE

Executive Assistant | Special Events Planner (2008 – 2010) The Daily Record Newspaper, Baltimore, MD

Advertising, Graphics, and Events Coordinator (2006 – 2008) The Daily Record Newspaper, Baltimore, MD

Production Coordinator (2005 – 2006) T. Rowe Price, Baltimore, MD

Creative Director (2004 – 2005) Estates Management Company, Columbia, SC

EDUCATION

Bachelor of Arts in Advertising and Public Relations

College of Journalism and Mass Communications, University of South Carolina, Columbia, SC