



## JESSE SALER

Art Director  
Graphic Designer

### ABOUT

! Creative/human with over 5 years of industry experience. Motivated by positive impact and social good. Driven by the pursuit of knowledge and attaining new skills. Fueled by cold brew and videos of startled red pandas.

### SKILLS & INTERESTS

#### Related Skills

Adobe Creative Suite; Photoshop, Illustrator, InDesign; Integrated Marketing, Typography, Calligraphy and Lettering, Strategic Thinking, Conceptual Direction, Photography, Photographic Direction, Social Media Management and Content Creation.

#### Additional Skills and Interests

Improv Comedy, Cooking, Woodworking, Roller Skating, Printmaking, Sign Painting, Embroidery, Greeting Cards, Cats, Learning.

### CONTACT

🌐 [JesseSaler.com](http://JesseSaler.com)

📞 301.509.4051

✉ [JessicaSaler@gmail.com](mailto:JessicaSaler@gmail.com)  
[Casualigraphy@gmail.com](mailto:Casualigraphy@gmail.com)

📷 @jessesaler  
@casualigraphy

🌐 [linkedin.com/in/saler](https://www.linkedin.com/in/saler)

### WORK EXPERIENCE

#### GLOBAL PROTECTION CORP./ONE CONDOMS – September 2015-Present

*Boston, Massachusetts*

##### Senior Designer

Work in conjunction with the Director of Communications, the VP of Brand Strategy, and President in developing brand strategy and integrated marketing initiatives.

Concept and execute print and web collateral pieces including catalogs, sell sheets, educational materials, social media assets, and regular emails using MailChimp.

Design paper carton packaging, shrink sleeves, and shipping cases. Prepare files for print and approve proofs. Maintain official records required by regulatory bodies.

Photograph products and edit images for print and online use.

Provide customer service for ONE® and myONE® via phone, email, Tidio Chat, and social. Utilize Shopify to assist customers and sales team.

#### CASUALIGRAPHY – August 2014-Present

*Somerville, Massachusetts*

##### Owner

##### Services

Calligraphy and Lettering, Social Media Content, Marketing & Design Consultation, Event Decor and Ephemera, Signage, Graphic Design

##### Clients

NorthStar Academy, ONCE Ballroom & Lounge, Mudhouse Cafe, Various Wedding Parties

#### RELEVANT 24 – September 2014-April 2015

*Boston, Massachusetts*

##### Graphic Designer/Content Creator

Analyzed trending topics to quickly create and execute reactive content.

Concepted and produced proactive content, i.e. holidays and branded campaign support.

Several pieces garnered 50k+ likes on Facebook and Instagram.

##### Clients

TBS, American Dad, State Farm, Priceline

#### BRIGHT RED\TBWA – February 2012-July 2014

*Tallahassee, Florida*

##### Art Director

##### Clients

Florida Prepaid College Board, Pilot Pen, The City of Pensacola, Homes.com/ForRent.com

### EDUCATION

#### THE CREATIVE CIRCUS 2011

*Atlanta, Georgia*

##### Art Direction

#### EMERSON COLLEGE 2009

*Boston, Massachusetts*

##### Integrated Marketing Communications (B.S.)

*Psychology and Photography Minors*

##### Clubs & Affiliations

Orientation Staff, EAGLE (GSA) PR Chair, Developed Images, Kasteel Well Spring 2007

### HONORS

#### GRIFFIN FARLEY'S BEAUTIFUL MINDS 2014

*BBH, New York City, NY*

##### Finalist

The Beautiful Minds program is a hybrid planning boot camp and networking event. Participants get a crash course in planning and apply the teachings to a brief.

#### 2013 & 2014 REGIONAL TALLAHASSEE ADDY AWARDS

#### COMMUNICATION ARTS ONLINE EXHIBIT

Our Florida Prepaid College Board print ads were added to the online advertising gallery.