

DARCY JIMÉNEZ

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Enthusiastic creative communications professional with 10+ years' experience directing and shaping company branding while leading projects and inspiring teams. Innovative team member identifies overlaps and opportunities for collaboration and finds consensus-driven solutions to complex problems. Creative and technical thinker with proven results helping clients connect with their audience in a variety of industries. Design and marketing professional passionate about customer experience integrates creativity and customer service to develop clear communication channels with the people that matter. Empathetic and adaptable manager creates an enjoyable work environment while achieving business goals.

Fluent in English | Leadership | Communication | Customer Experience | Business Development | Research | Digital Marketing | Marketing Strategy | Campaign Management | SEO | Design Thinking Process | Ideation | Visual Design & Storytelling | Design Principles & Strategy | Content Creation | Graphic Design | Illustration | Branding | Copywriting | Photography | Remote Work | Social Media | Business Communications | Typography | Corporate Design | UI/UX Design | Photography | CMS/SaaS Solutions | Google Analytics

EXPERIENCE

Career Break 07/2022 – Present

- Intentional pause to relocate and prepare for the job search; energized and ready to return to work

Ramshackle Industries Stratford, ON

Creative Director / Executive Assistant (Dual Role) | Hybrid-Remote 12/2018 – 06/2022

- Developed and directed company branding, including creating SOPs, brand guidelines, media kits, publications, employee standards, new hire packages, and grant proposals
- Directed creative portfolios of five restaurants, including photography, video, print, web, and digital marketing projects
- Supported Managing Director/Owner; developed and maintained relationships with team members at all levels through motivational conversations and constructive feedback
- Oversaw operational workflow and handled all daily customer communications and public relations at local and entity levels for all outlets; solved variety of challenges each day
- Played key role in design and development decisions for four new restaurant outlets and two location rebrand renovations; coordinated and managed all contractors/service providers
- Improved user experience by developing successful landing page to funnel sites, 80% cost savings, 80% management improvement, 50% traffic growth, 200% organic search increase, and 32% sales increase
- Increased click-through rates by 400% and social media engagement by 30% by creating 15+ successful Facebook, Instagram, and Google Ads campaigns
- Implemented a membership program and email marketing campaign to offset losses caused by the pandemic, leading to 48% conversion rates and sales of 500+ memberships
- Reviewed and evaluated creative teams' work and project results; delivered constructive feedback and provided guidance on areas for improvement

SavvyD Design Studio Remote

Art Director / Creative Strategist / Designer | Remote 04/2013 – 06/2022

- Collaborated with clients and dynamic cross-functional teams; responded to inquiries and feedback
- Produced compelling digital marketing projects; devised concepts and strategies for project ventures to attract brand-specific target customers and provide ROI; monitored progress

- Developed and maintained 20+ websites, blogs, and e-commerce sites for clients who needed web presence or modernized overhaul using CMS and WordPress
- Spearheaded creation of 100+ design, photography, and content assets for healthcare, tourism, education, and immigration clients on time and within budgets
- Conducted competitive assessments, SEO audits, and wrote SEO-friendly articles, blogs, and web pages that utilized effective content to increase organic visitors and reduce bounce rate by 10.6%
- Achieved 98% client satisfaction by designing and developing innovative and engaging digital design projects aligned with brand guidelines to enhance client marketing strategy and brand integrity

Oxford Golf & Country Club, (now Craigowan Golf Club)

Woodstock, ON

Manager, Events / Food & Beverage

04/2013 – 11/2015

- Improved operational efficiency by 40% with an employee cross-training and development plan; hired, scheduled, and managed 35+ employees
- Executed high-stakes events with up to 250 attendees utilizing leadership and project management
- Reduced staff turnover by 20% by implementing an employee recognition and incentive program that set a record-breaking improvement in staff retention
- Handled Learning and Development training for crew; provided constructive feedback to improve
- Established policies, procedures, and training for crew members inspiring commitment to quality

Babcock & Wilcox Canada LTD., (now BWX Technologies, Inc. (BWXT)

Cambridge, ON

Marketing Coordinator / Graphic Designer (Dual Role)

03/2010 – 04/2013

- Contributed to marketing campaigns and brand strategy; tracked sales data; maintained databases; prepared reports; improved processes, content, and lead generation to serve business goals
- Recognized by the organization's President for professionalism and 'poise under pressure'
- Optimized \$50,000 promotional budget through research, innovative acquisition, inventory forecasting, and waste evaluation, resulting in 15%+ annual savings
- Developed electronic system and file-sharing database to archive and catalogue 145+ years of historical assets, including marketing literature, publications, technical papers, and photography, reducing manual source time and effort by 90%
- Launched multi-phase design projects with advertising budgets of \$65,000+ for distributed executive teams, departments, and subsidiaries within Canada, the U.S., and Europe

EDUCATION

10+ years' experience in lieu of Bachelor's degree

Certificate, SEO II | HubSpot Academy | Remote

Certificate, Inbound Closer | The SalesMentor™/Traffic and Funnels™ | Remote

Certificate, Developing Innovative Ideas for New Companies | University of Maryland | Remote

Advanced Diploma, Graphic Design & Photography | Conestoga College Institute of Technology | 2009

TECHNICAL *Skillfully adopting new technology and software quickly and independently*

Documents: Adobe Creative Suite, Microsoft Office Suite, Google Workspace (Docs, Slides, Sheets)

Creative: UX/UI Design, Adobe Creative Cloud, Figma, WordPress

Remote Communication and Collaboration: Slack, Zoom, Teams, Dropbox, Skype for Business, SurveyMonkey, NapoleonCat, Trello, Mailchimp, HubSpot

Database/CRM: Meta Business Suite, Zendesk, Shopify, Etsy, Pinterest, Wix, Squarespace

RECOGNITION / AWARDS

Delegate, Miss Universe Canada | Miss Universe Canada Organization, Ltd. | 2011