

Jesse R. Cervantes

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B.A. in Communication with an emphasis in branding from Westminster College.

Experience

Owner & Creative Director, Recapture Media | Riverton, Utah | June 2015 - Present

- Lead and manage three members of a creative team on multiple design and branding projects to support the clients' vision.
- Building a relationship of mutual trust with multiple clients to ensure concerns and questions were handled respectfully and positively, resulting in numerous long term contracts with the majority of clients.
- Understand client's different points of view or ideas to determine how to represent their concept best visually.
- Observed project progression and ensured successful completion within client budgets, ranging from \$3,000 to \$15,000 resulting in increased authenticity for clients businesses which lead to more sales.

Marketing Intern, Online Image | Midvale, Utah | 2019 Spring Semester

- Contributing with writing and editing Online Image's solutions page to support their new brand identity and to connect with their target market.
- Collaborating on digital and print design to market Online Image at conferences around the country.
- Writing content for Online Images to support lead generation efforts increasing their search engine optimization.
- Designing colateral for events, trade shows and other vital conferences.
- Developing Online Images clients landing pages through Unbounce.

Production Manager, The Forum | Sugar House, Utah | May 2017 - May 2018

- Designed a monthly eight-page newspaper that reached over 2,700 Westminster College students, faculty and alumni.
- Materialized ideas from 20 staff members to find the best design solutions, including infographics, posters, graphs, logos and video templates.
- Created visual print and web graphics with Adobe Illustrator.
- Redesigned The Forum's website through WordPress, maintained consistent branding and improved the user experience through user data tests.

Infantry, U.S. Army | JBLM, Washington | August 2011 - March 2015 (Honorably Discharged)

- Served in a leadership position and was responsible for the safety, welfare and equipment of three subordinates.
- Received an Army Achievement Medal, Army Commendation Medal and Combat Infantryman Badge.

Skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD

Adobe Premiere Pro
Adobe After Effects
Final Cut Pro X
Davinci Resolve

WordPress
Microsoft Office
Google Suite
Slack