

# JAKE M. VACCARO

Graphic Designer & Communications



●●●●●●●●●● Copywriting  
●●●●●●●●●● Creative Direction  
●●●●●●●●●● Adobe Creative Suite  
●●●●●●●●●● CRM/Workflow Tools  
●●●●●●●●●● Target Marketing/Email Tools  
●●●●●●●●●● Lead Gen /Conversion Analytics



Rochester, New York



Portfolio: [www.jkvCreative.com](http://www.jkvCreative.com)



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@Jake\_Vacc



*An adventurous creative full of big ideas and tenacity  
with a focus on detail and originality.*



## EXPERIENCE 4+ Years

### CAMPUS AUXILIARY SERVICES | SUNY GENESEO

Interim Graphic Designer (Aug. 2017-present)

### JKVCREATIVE

Principal Graphic Designer (Jan. 2013-present)

### OFFSITEDATASYNC, INC. | ROCHESTER, NEW YORK

Graphic Designer & Communications (Jan. 2017-May 2017)

- Manage the creative process from concept to completion
- Translate marketing objectives into clear creative strategies
- Ensure visual communication and brand standards are met
- Meet with upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative teams
- Development and implement innovative marketing campaigns
- Translate complex data into simple graphs and text
- Responsible for graphic design to include trade show graphics, trade-ads, product datasheets and brochures.
- Overall management of advertising and trade show calendar/deadlines
- Responsibility for all website edits and maintenance
- Strong working knowledge of Adobe InDesign, Photoshop and Illustrator

# JAKE M. VACCARO

## EXPERIENCE *4+ Years*

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### **OFFSITEDATASYNC, INC. | ROCHESTER, NEW YORK**

Inside Sales Support & Marketing (Sept. 2016-Jan. 2017)

### **UPSTATE DOOR, INC. | WARSAW, NEW YORK**

Inside Sales Estimator & Marketing Representative (May 2015-September 2016)

Upstate Door specializes in creating custom hardwood doors of distinctive scale, construction and design for discerning builders and architects. I provide continuous service and support to our external customers from initial RFQs through final revisions. Review complex architectural bids and CAD drawings, collaborate with engineers and drafters. Apply production capabilities and engineering constraints to generate competitive and accurately priced estimating solutions for our inside and outside sales team. I implement market research, prospecting, social media, B2B, B2C, & CRM strategy, and direct email marketing to ensure that our top-tier product and brand speak boldly and positively to our highly specific market and diverse clientele.

### **COLLEGE ADVANCEMENT DIVISION | SUNY GENESEO**

Web Designer & Communications (May 2014-May 2015)

Responsible for the design and programming of the Fund for Geneseo's web content among other divisions of the college. Providing innovative and eye catching solutions to meet the growing demand for interactive, and attractive user experiences in annual giving. Clerical, administrative and creative design assistance to Advancement. Digital video production and editing with Final Cut Pro and both graphic and web-design.

### **COLLEGE ADVANCEMENT DIVISION | SUNY GENESEO**

Chair of Undergraduate Giving (May 2014-May 2015)

Make Your Mark Student Giving Challenge; articulate and execute the branding and development of a rapidly growing student philanthropy and development program. Launch multi-faceted marketing campaigns to establish positive and familiar community and social media presence. Recruit and select applicants to fit personalized key roles, and contribute unique experiences and skill to the program. Collaborate with, encourage and manage volunteer base to meet and exceed fundraising and engagement goals. Coordinate with student organizations and affinity groups to identify proactive techniques to set and achieve fundraising goals.

### **COLLEGE ADVANCEMENT DIVISION | SUNY GENESEO**

Development Assistant (Jan. 2014-May 2014)

Cultivated an aggressive and personal sales approach yielding exceptional results, raising nearly \$9,000 from 117 donors in the spring of 2014 with a nearly 1/3 success rate. Carefully deliver post-sale services forming and maintaining rewarding long-term donor relations. Aided Geneseo in achieving the highest alumni participation to date.

## EDUCATION

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### **STATE UNIVERSITY OF NEW YORK COLLEGE AT GENESEO**

Business Administration 2013-2015