



Jason Rector
Multimedia Designer • Digital Marketer
Grover Beach, CA • 415-203-4226

Hello,

I am excited about applying for a Graphic Designer or Digital Marketing position at your company. With a strong background in both Graphic Design and Digital Marketing, I bring a unique combination of creative vision and analytical strategy that drives measurable results.

Over the past 20 years as a Graphic Designer and 10 years as a Digital Marketer, I've developed and executed digital marketing campaigns while designing compelling visuals that enhance engagement and brand identity. My experience includes managing social media advertising, email marketing, and SEO initiatives — all supported by original design work that captures attention and tells a consistent brand story. Whether it's designing high-converting landing pages, creating scroll-stopping ads, or optimizing campaigns through performance analytics, I approach every project with both creativity and data in mind.

I am passionate about helping brands stand out online and connect with their audiences in meaningful ways. I would love the opportunity to bring that same creativity, strategy, and attention to detail to your company.

Thank you for considering my application. I look forward to the opportunity to discuss how my design and marketing experience can contribute to your company's success.

Sincerely,
Jason Rector
415-203-4226
RectorLabs.com

Work Experience

1/07 to 4/25 – [Jay-Cyn Designs](#), [Fabricworm](#) and [Birch Fabrics](#)

1228 11th Street Ste 104, Paso Robles, CA • 415-309-1901

Lead Designer – Part-time as Needed

Fabric Design, Multimedia Design, Web Developer, Marketing Director

3/23 to 12/24 – Spear Marketing Group [Spearmarketing.com](#)

1630 North Main Street, Suite 200

Walnut Creek, CA 94596 • 925-891-9050

Former Contract Graphic Designer

Develop creative concepts and campaign executions. Communicate and collaborate with account staff, Traffic Manager, Creative Director and other designers to ensure on-time and quality delivery. Design email templates, landing pages, microsites and banner ads. Design and concepting of social media ads and campaigns.

6/22 to 2/25 – The Bennet Group [bennetgroup.com](#)

Honolulu, HI • 808-224-5337

Former Contract Graphic Designer

Develop monthly online newsletters, social media graphics and posting, video, photo editing and a variety of other projects as needed for the various companies they represent.

[RectorLabs](#) – Contract Multimedia Design Services

Full production design from concept to completion. Digital marketing, cross platform social media design and management, presentation speaker support, image retouching, video production, digitizing, brand design, website design, web graphics, animated Gifs, social media graphics and videos, print design, and full production Screen Printing.

Computer Experience

Proficient with the following applications on all current Macintosh OS and Windows OS: Current Adobe Creative Suite with an emphasis on Photoshop, Illustrator, InDesign, and After Effects. Canva, Tumult Hype, Articulate 360, Acrobat Pro, Keynote, Microsoft PowerPoint, Goggle Apps, Hubspot. Knowledge of WordPress and email campaign programs like Mailchimp. Digital Marketing, SEO and SEM trained through Google using platforms like Google Ads and Google Analytics.

Up to date on most relevant file sharing techniques, Goggle, Figma, Dropbox, etc.

Education

Coursera Digital Marketing and E-Commerce certificate through Google
City College of San Francisco, Graphic Communications Credential Program
Cuesta College San Luis Obispo, General Education
American Printing Institute, Courses in Index Color Printing and Process Color
Media Alliance, Advanced Photoshop, HTML, Digital Marketing
Center for Electronic Art, Advanced After Effects, Photoshop, Sound and Video
ICDA, Final Cut Pro, Microsoft Office, Adobe Creative Suite

Please review my online portfolio and resume for a quick overview of my experience.

Thanks for your consideration,

Jason Rector

415-203-4226

RectorLabs.com

* All links are for internal review only and are not to be shared.