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

Hello,

With over 20 years of experience as a Graphic Designer and 10 years creating digital assets for social media, ad campaigns, and email marketing, I bring a strong blend of creative and strategic skills. I have completed the Google Digital Marketing Certificate program, which enables me to offer an even more comprehensive digital marketing approach. From gathering market research and defining customer personas to using advanced SEO tactics, creating campaigns, and analyzing data and metrics to produce comprehensive reports, I now have the expertise to deliver tailored marketing strategies, through Google Ads, Meta Ads, and others, that guide customers through the entire marketing funnel—from initial awareness to final conversion.

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

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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, Graphic 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, use of Ai tools for production and marketing, 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.

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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 to work with platforms like Google Ads, Google Analytics, and Meta Ads.

I have experience using AI tools to enhance both graphic design and digital marketing workflows. I use AI to generate creative ideas, develop and refine visual concepts, create content, assist with market and audience research, and improve marketing strategies. I view AI as a powerful creative and analytical tool that complements my design experience while helping me work more efficiently and effectively.

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

Education

Although I do not hold a bachelor's degree, I bring over 20 years of industry experience and have completed numerous in-person and online courses to keep my skills at an advanced level. I also take great pride in staying current with market trends and continuously updating my knowledge of relevant programs and platforms.

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.

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