



Jessica Rutledge

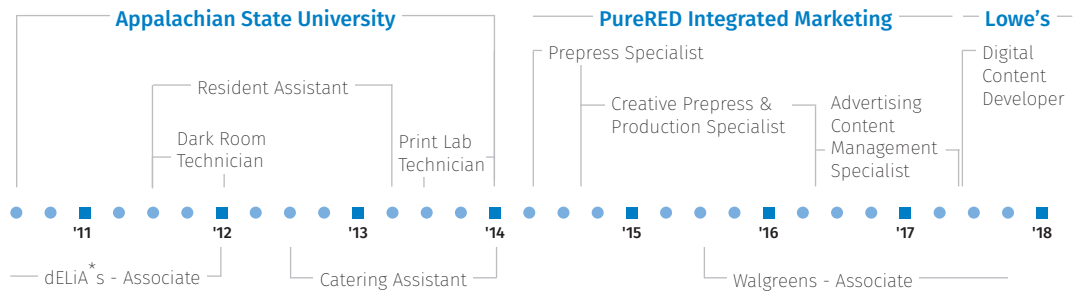
Project Management • Production

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ABOUT

Jessica is a Production Specialist in the advertising industry. She graduated with a Bachelors of Science in Technical Photography, a minor in General Business, and a concentration in Graphic Arts and Imaging Technology. She spent her college career honing her skills in imagery retouching, photography, and creating press-ready graphic design deliverables.

Since graduation, Jessica has joined the advertising industry with a thirst to experience and be a part of the ever-changing, growing, and expansive industry that is marketing and advertising.



EXPERIENCE

- Lowe's Companies Inc** Mooresville, NC **April 2017 - Present**
- Digital Product Content Developer** **April 2017 - Present**
- Develop strategies for individual product groups in order to optimize product content on Lowes.com
 - Audit product content on current items against standards, and work with teams to optimise this content
 - Build and foster vendor relationships to maintain, collect and upload content to Lowes.com systems
 - Collaborate with internal departments in order to execute Lowes.com updates and new item setup
- PureRED Integrated Marketing** Mooresville, NC **March 2014 - April 2017**
- Client: Lowe's Home Improvement - Signage, Direct Mail, Buying Guide, and Tab Circular Accounts
- Advertising Content Management Specialist** **April 2016 - April 2017**
- Primary contact between vendor and client in photography production process
 - Manage project specific photography requests in both the creation of new photography and obtaining photography from client database
 - Responsible for maintaining assets within client data base for product and creative accuracy
- Creative Prepress and Production Specialist** **August 2014 - April 2016**
- Create and establish job roles and responsibilities for new client account
 - Assist account management team with setting up an internal workflow process
 - Document standard operating procedures
 - Train new employees as department expands
 - Work closely with design and account teams to accurately produce, update, and version creative pieces
 - Maintain brand standards and consistency through entire client account
 - Create press-ready mechanicals
 - Maintain file preparation standards, client specific assets, and electronic files on a shared server
- Prepress Specialist** **March 2014 - August 2014**
- Execute copy changes
 - Run scripts to price products in circular newspaper advertisements
 - Maintain file preparation standards
 - Maintain client specific assets and electronic files on a shared server

PROFESSIONAL SKILLS

Organization	Creativity	Problem Solving
Leadership	Time Management	Multi-tasking
Project Management	Communication	Prioritization
Teamwork	Process Strategy	Data Management

SOFTWARE

Photoshop	●●●●●●●●	InDesign	●●●●●●●●	Excel	●●●●●●●●
Illustrator	●●●●●●●●	Altryex	●●●●●●●●	Microsoft Office	●●●●●●●●