



QUICK

- Cover
- Word list and definition of chosen terms
- Moodboard**
- Brand mantra**
- Color palette
- Typography
- Logo explorations**
- Logo anatomy**
- Final logo in full color
- Logo B&W and W&B
- Logo minimum size and Clearspace guidelines**
- Favicon**
- Business card
- Letterhead (cover letter and resume)
- Back cover**

Word List

I began with a list of words, writing down every adjective of myself and my working style that I could think of off the top of my mind.

Personal & professional Adjectives

Agile	Deferential	Said
Ambitious	In-Dependent	Self-assured
Affectionate	Easy-going	Sentimental
Amicable	Earnest	Sincere
Artistic	Efficient	Sensitive
Attentive	Even-tempered	Sleepy
Balanced	Experienced	Smart
Bright	Funny	Social
Brave	Friendly	Stable
Beautiful	Generous	Tactful
Contentious	Imaginative	Thoughtful
Charming	Joyous	Tired
clumsy	Kind	Versatile
Composed	Levitable	Warm
Considerate	Level-headed	Well-rounded
Cooperative	Motivated	Wonderful
Courageous	Mature	Dog lover
Cranky	Musical	Jazzy
Curious	Passionate	Quick
Cautious	Patient	
Capable	Playful	
etern	Polite	
Confident	Realistic	
Deep	Reclusive	
Defiant	Respectful	
Depression	Restless	
Drinks	Reliable	
Proud	Responsible	
Decisive	Rustic	

Balanced, Funny, Generous, Musical, Passionate, Patient, Playful, Warm, Well-rounded, Wonderful, Dog lover, Jazzy, Quick

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JAZZY QUICK

Balanced

I have worked hard to create a work-life balance. I work to find balance in my life, and in my work - I want my designs and my life to be as balanced as possible.

Gray has always been an important color to me. It is what I default to, what I pick first, what I want for every color scheme I choose.

Gray

Gray will define my workspace and my portfolio. Sometimes I am down and gray, and sometimes I rise to the occasion. In either event, it will be the color palette for my work.

When I fall for something, I fall hard. Whether that be a person or a thing or a concept, if I decide to devote my time to it, I go all-in.

Passionate

Word List

The words I picked were Balanced, Gray, & Passionate.

Balanced

I work to find balance in my life, my work, and my designs.

Gray

Gray will define my workspace, just as it defines the colors around me.

Passionate

When I fall for something, I fall hard.

Balanced. Gray. Passionate.



By Jazzy Quick

“I bring a calm and balanced temperament to my digital landscape.”



Lightest Gray
Accent Color
#898a91
RGB: 137,138,145
CMKY: 49,41,36,3



Mid Gray
Secondary Color
#717174
RGB: 113,113,116
CMKY: 57,49,46,13



Dark Gray
Main Dark Color
#464646
RGB: 70,70,70
CMKY: 67,60,58,42



Matte Black
Text/Font Color
#2D2D2D
RGB: 45,45,45
CMKY: 70,64,63,65

Headers, Baskerville URW Bold

#717174, RGB: 113,113,116, CMKY: 57,49,46,13

12 point, Optical Kerning. Track or Kern as necessary

Subheaders, Roboto Bold

#2D2D2D, RGB: 45,45,45, CMKY: 70,64,63,65

9 point, Optical Kerning. Track -75

Third-Tier Text, Roboto Medium Italic

#717174, RGB: 113,113,116, CMKY: 57,49,46,13

9 point, Optical Kerning. Track or Kern as necessary

Main Body Text, Roboto Medium

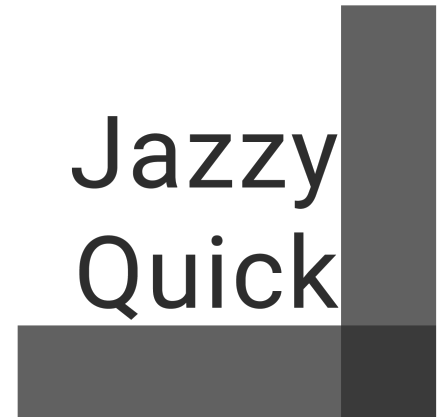
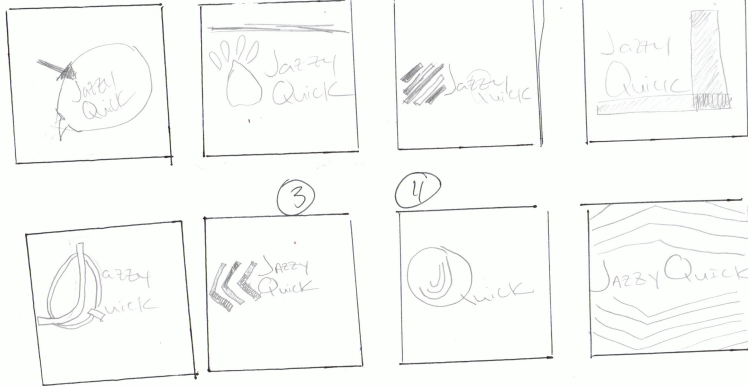
#2D2D2D, RGB: 45,45,45, CMKY: 70,64,63,65

Roboto Medium or Baskerville URW Medium

8 point, Optical Kerning. Minimum of -20 tracking

Jazzy Quick
www.bosca1.com
Master's and Logo
Intro to Personal Branding

Logo Sketches



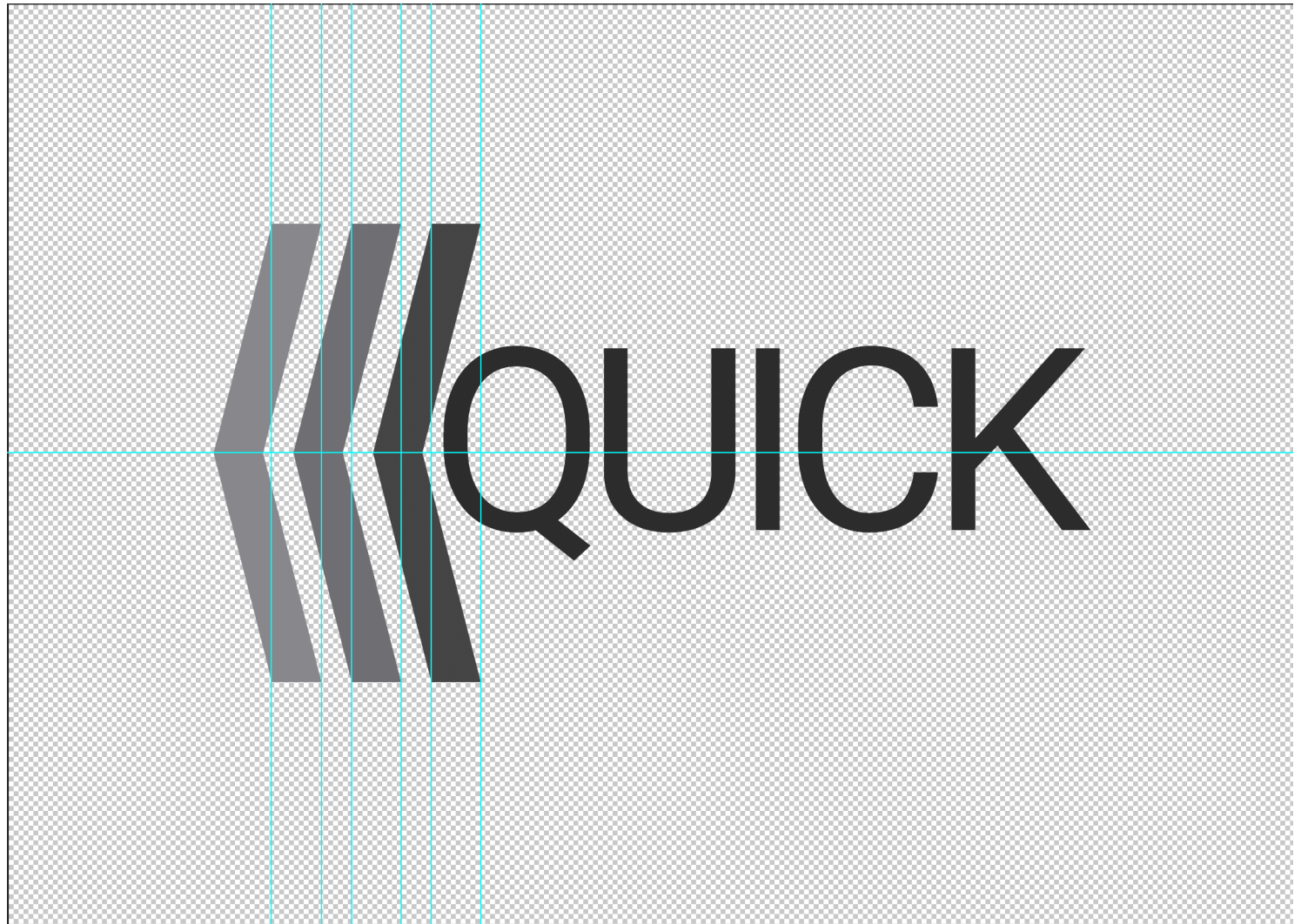
Logo Anatomy

The logo will start from lightest to darkest of the three grays.

The arrows will be perfectly aligned with 1/4 inch spacing. The letters and arrow points should align long the x-axis.

The three colors of the arrows show the movement of gradient of gray that I love, as well as an abrupt change, which fits with my name.

My last name is Quick, showcasing the change of style.







Logo Guidelines

The logo should be displayed with the three-tier gray and black text whenever possible.

Minimum sizes: 1in x 3 in

On dark, solid-colored backgrounds, the white logo should be displayed.

On all other background, the tri-colored logo should be displayed.





Whitespace Guidelines

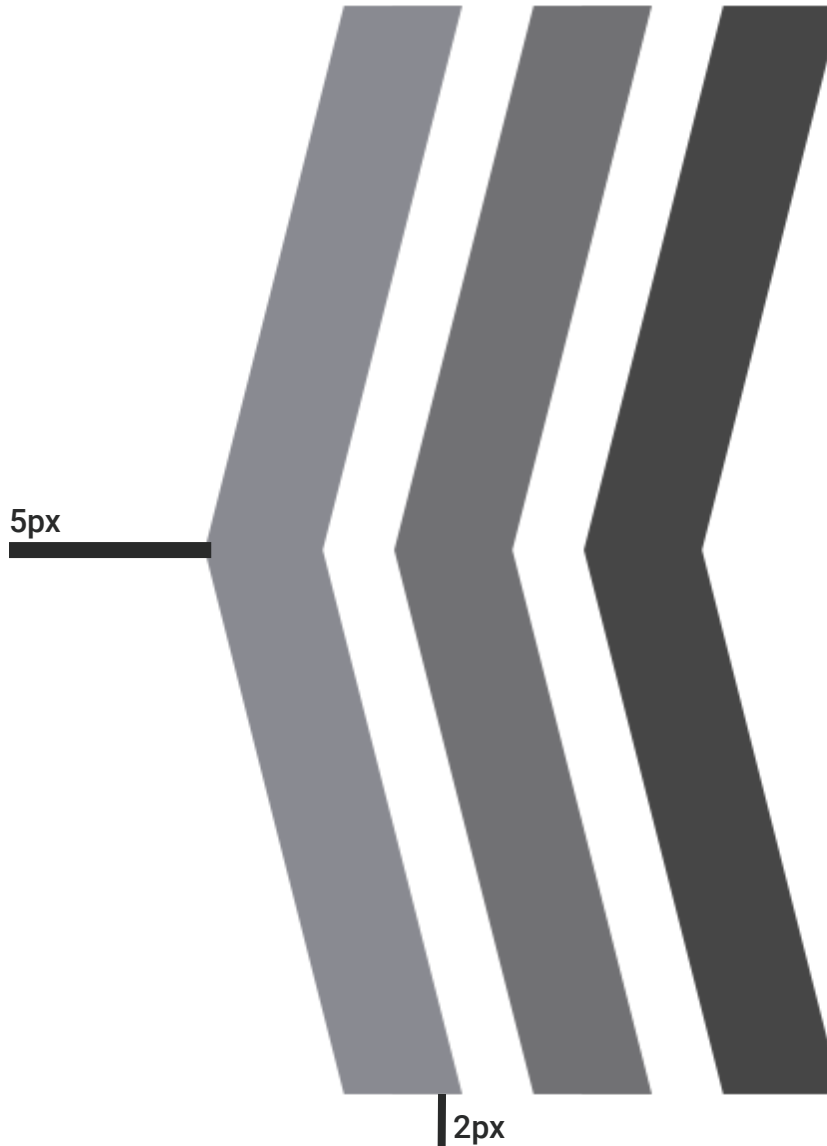
There should be a 5 pixels or equivalent buffer on the left and right.

There should be a 2 pixels or equivalent buffer on the top and bottom.

Placement Guidelines

The minimum width is 50px.

The logo can be broken down to just the arrows if needed.





Business Marketing Consultant

Jazzy Quick | 520-678-0734 | jazzyquick.com



INFO

TOPIC

JAZZY QUICK
Business Marketing Consultant

INFO

NAME
Jazzy Quick

PHONE
520 678 0734

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jazzyquick@gmail.com

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linkedin.com/in/jazzyquick/

JAZZY QUICK
Business Marketing Consultant

To the Hiring Manager:

With a proven track record of success and years of relevant, industry-related experience, I am interested in becoming the next Digital Service Manager with LG Electronics U.S.A. I have showcased success in identifying growth opportunities in the Marketing industry over the past decade. I am seeking to leverage my exceptional company management, marketing and advertising, and leadership abilities to flourish in a new challenge in this capacity. I excel with both established and new teams in all market and company-size types.

As a current marketing consultant and small business owner, I am responsible for providing the leadership and knowledge to drive businesses from losing money to profit growth. I am confident that my unique skill set and career know-how will enable LG to see the same kind of long-term success. Please review my resume to see a list of skills and previous experience; however, this list is not exhaustive. It highlights my part in multi-million dollar campaigns that were awarded due to my involvement, as well as leadership opportunities and skills that are relevant to this company in this market.

I have researched the background of LG, and I am sure that my personality and abilities will be an asset to not only this role, but the company as a whole. As an experienced and successful business leader with years of experience driving superior operations and overall corporate performance, I possess a wide range of knowledge and abilities that will allow me to greatly contribute towards the company's success. Through my experience, I have become adept in overseeing a wide variety of operational and fiduciary responsibilities to ensure profit maximization and optimized financial performance, all while expanding market share and exceeding company ROIs and KPIs.

I look forward to scheduling an interview at your earliest convenience. Please call (520) 678-0734, or email me at jazzyquick@gmail.com. Thank you for your consideration.

Sincerely,
Jazzy Quick

REFERENCES

Natalie Gray
ngray03@gmail.com
256-479-7197
Giles & Kendall, Inc. (Current)
Accounts Receivable

Crystal DiFrancesca
crystal.di francesca@gmail.com
256-698-3598
Appleton Talent (Now Spur)
Director of Customer Support

Ray Brown
raymon.j.brownii@gmail.com
256-653-2088
Spherion Staffing
Vice President

FORMER SUPERVISORS
Stephen Harding
stephen.harding@azcentral.com
602-444-8393
azcentral.com (Gannett)
Multimedia Project Leader

Coleen Pierce
globalladyxii@yahoo.com
602-496-0579
Eight, Arizona PBS
Marketing Manager

PERSONAL REFERENCE
Sarah Blais
blais9291@gmail.com
401-302-0846
Leonard Valve Company
Customer Service Assistant

INFO

NAME
Jazzy Quick

PHONE
520 678 0734

EMAIL
jazzyquick@gmail.com

LINKEDIN
linkedin.com/in/jazzyquick/

SOFT SKILLS

- Leadership
- Cross-functional team leadership
- Management
- Public Speaking
- Teamwork

TECHNOLOGIES

- Microsoft Office (Excel, Word, Powerpoint, etc)
- Adobe Suite (Photoshop, Illustrator, InDesign, Premiere)



WORK EXPERIENCE

- **Founder / Marketing Consultant**
Blaze N' Quick Digital Services / REMOTE / 2015 - Present
 - Specializes in digital content marketing, SEO, social media, PPC, and websites. (B2B, SaaS, B2C)
 - Took a freelance company and grew into a B2B company that enhances digital presence.
 - Works with small businesses to improve growth strategies, multi-channel marketing, brand management, digital presence & perception, ABM marketing, and overall marketing strategies.
 - Crafts brand management plans & marketing strategies for businesses; consults on hiring.
 - Has worked with international manufacturers to small employment agencies and in-between.
 - Strong customer service and interpersonal skills with strong collaborative work building.
 - Responsible for developing, implementing and evaluating marketing strategies and plans.
- **Online Digital Audiences Instructor**
ASU, Walter Cronkite School of Journalism & REMOTE / Fall 2019 - Present
 - Introduces students to the foundations of digital strategy, including audience research, social media campaigns, SEO, analytics, audience targeting, goal setting and more.
 - Through hands-on exercises with real brands, students learn how audiences differ across industries and platforms, approaches for engaging users, and how organizations use audience data to create growth strategies.
- **Digital Marketing Specialist**
WAAY TV 31 ABC / Huntsville, AL / 2016 - 2017
 - Was responsible for supporting digital campaign monitoring, optimizing, and reporting.
 - SEO, SEM marketing; advertising campaigns; analytic data reporting; creative graphic design.
 - Was integral in winning a statewide campaign worth over \$10,000 with unique digital content.
 - Managed SEO and SEM and advertising campaigns from brainstorming to successful ROI.
 - Measured and reported on campaigns, utilizing data design to engage data-specified designs.
 - Worked in a B2B company supporting small businesses on their business development, brand development, brand management, and marketing strategy.
- **Online Producer II | Digital Marketing**
Gannett Newspapers / Pensacola, FL / 2014 - 2015
Skills Learned: Database management; social media management; analytic trends; paid social media advertising; SEO, SEM; copywriting and copyediting. Customer support and IT phone support. Multi-channel marketing, product development, product management, graphic design, art direction, competitive analysis, and business and marketing strategies. Leadership and cross-team leadership skills.
 - In December 2014, took a promotion to lead the digital team in Pensacola, FL.
 - Conceptualized and redesigned a competition grossing over \$150,000 in ad revenue.
 - Was the national media liaison and contact while covering a military emergency.
 - Was Team Leader and managed all online activities during a national tragedy.
 - Utilized PR skills to manage communications with community leaders and officials.
 - Was the Acting Creative Director (Team Leader) during overnight shifts and weekends.
- **Features Producer | Digital Marketing**
Gannett Newspapers / Phoenix, AZ / 2014 - 2015
 - Promoted in 2014; created special projects that grossed over 5M unique page views monthly.
 - Helped to manage interns and give them content to create.
 - Managed multiple special sections, creating online marketing content to entice online viewers.
- **Online Producer I | Digital Marketing**
Gannett Newspapers / Phoenix, AZ / 2013 - 2014
 - In May 2013 was recognized for hard work and dedication and brought on full-time to manage the Mesa, Gilbert, and Pinal County web pages & social media accounts.
 - Managed two interns and was trained by Associated Press editors.
- **Online Intern | Digital Marketing**
Gannett Newspapers / Phoenix, AZ / 2012 - 2013
 - Starting as an intern in January 2012, was part of the team that covered Rep. Gabby Giffords' resignation and the following political turmoil, as well as SB1070.
 - Worked as a writer and editor; managed the online homepage during the night shift.
- **Online Media Specialist | Digital Marketing**
Eight, Arizona PBS / Phoenix, AZ / 2011 - 2013
 - Created fun & new media that was posted to social media; wrote posts & press news releases.
 - Managed PBS-branded social media, as well as handling PR & inter-office communications.
 - Worked with public and government officials; managed relationships with community leaders.
 - Used coding & video editing to engage online audiences; created a digital pressroom archive.
 - Managed social media marketing initiatives to exceed marketing strategies, ROIs, & KPIs.
 - Utilized graphic design for brand management; streamlined designs to comply with standards.
 - Worked in a B2C field, reaching out to potential donors for donation drives.

TECHNICAL SKILLS

- Art Direction
- Brand Development
- Business Strategy
- Cold Calling
- Copy Editing
- Copywriting
- Creative Strategy
- CRM & CMS
- Digital Advertising
- Digital Marketing
- Digital Media
- Editorial
- Email Marketing
- E-newsletters
- Feature Articles
- Growth Hacking
- International Marketing
- Market Research
- Marketing
- Marketing Budget
- Management
- Marketing Management
- Marketing Materials (reports, presentations, brochures, etc.)
- Marketing Project Management
- Marketing Strategy
- Media Relations
- Multimedia
- Newsletters
- Online Marketing
- Press Releases
- Print Advertising
- Product Launch
- Product Management
- Product Marketing
- Program Management
- Project Management
- Public Outreach Programs
- Public Relations
- FOIAs and Requests for Information
- ROI and campaign evaluations
- SaaS, B2B, and B2C skills
- Sales
- Sales Management
- SEM (Search Engine Marketing)
- SEO
- Social Media
- Social Media Marketing
- Social Networking
- Strategic Planning
- Web Analytics
- Web Content
- Writing

INTERESTS

- DOGS
I have 3 dogs, and I volunteer with a rescue organization for canines.
- Painting
- Team Escape Rooms
- Yoga
- Cooking
- Hiking



EDUCATION

- **Masters of Arts - MA, UX Design**
Academy of Art University / 2017 - 2019
Learned core skills of contemporary interaction design.
 - Obtained skills in Product Design, including user research, motion graphics, & UX design.
 - Studied User Experience, learning how an audience views and interacts with digital products.
 - Visual Design concepts such as color theory, typography, imaging, & branding.
 - Motion Graphics concepts: how visual elements change over time to craft narratives.
 - Technology, including programming websites, mobile apps, and interactive experiences.
 - Worked on Internet of Things (IoT) projects, such as wearables and physical computing.
 - Conducted research into how User Experience is the sum of how your audience interacts with your brand, from conceptual designs to screen-based prototypes.
 - Conducted field research & UX research into market segment types and workflows.
- **Bachelor of Arts - BA, Digital Communication & Multimedia**
Walter Cronkite School of Journalism and Mass Communication, Arizona State / 2010-2013
One of the top journalism schools in the nation, and home to Arizona PBS, the Cronkite school offers multiple online in-person programs. These programs are hard to get into, and have long lines of waitlisted students.
 - Obtained skills in copy and content editing, digital and multimedia practices, graphic and art design principles, social media, and Public Relations (PR).
 - Volunteered with the production department to broadcast talks and speaker sessions.
 - Learned about online marketing principles, such as user engagement & marketing to broad audiences.
 - Worked with award-winning faculty in hands-on situations to create unique digital experiences.
 - Created personalized digital media, broadcast and video packages, and public relations documents.
 - Used Innovation and Entrepreneurship to create highly specialized digital skills and digital packages.
- **Master Class for Teaching Online**
Arizona State University, July 2019
 - Formal training for teaching Mass Online Enrollment classes in an online-only environment.
 - Learned skills in designing and teaching online courses.
 - Learned about how to create standards that align with pedagogy and online teaching.
- **DoubleClick for Publishers Certification**
Google DoubleClick for Publishers University
 - DFP Fundamentals for Administrators
 - DFP Audience Fundamentals
 - DFP Video
 - DFP Mobile
 - DoubleClick for Publishers
 - Google Publisher Tags
- **The Poynter Institute**
Poynter-Gannett Producer Certificate
 - Obtained skills in copy and content editing, digital and multimedia practices, graphic and art.

- **Google AdWords**
Google University, September 2016 - Present
 - Advanced AdWords user; expert in PPC advertising; Premier Google Partner.
 - Demonstrated a proven proficiency with the Google AdWords platform.



QUICK