

JACQUE EDWARDS

CONTACT

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EDUCATION

Bachelor of Science in Graphic Design

Ferris State University
2005 - 2010

SKILLS

Adobe Creative Suite
Brand Management
Budget Management
Community Outreach
Content Marketing
Creative Problem Solving
CRM, Google Analytics, Social Platforms
Environmental and Economic Policy Understanding
Email Automation
Event Planning and Management
Fundraising
Graphic Design
Leadership and Team Collaboration
Marketing Strategy
Microsoft Office Suite
Partnership Development
Photographer and Video Editing
Print Design
Project and Time Management
SEO (Search Engine Optimization)
Social Media Marketing
Stakeholder and sponsors Engagement
Strategic Digital / Email Marketing
Typography
Web Design
WordPress
Written and Verbal Communication

PROFESSIONAL STATEMENT

A creative and conservation-driven professional dedicated to fostering meaningful community connections and driving impactful change. With a passion for amplifying collective efforts, I thrive in developing and nurturing relationships that inspire action, particularly within nonprofit, governmental, and educational sectors.

With a versatile background across for-profit, nonprofit, and governmental organizations, I bring a proven ability to navigate diverse communication needs and deliver innovative solutions to complex challenges. My expertise includes brand management, strategic SEO, digital marketing, website development, content creation, and social media campaigns. I also excel in designing compelling product literature and advertisements, planning tradeshows, and creating engaging employee orientation materials.

WORK EXPERIENCE

Marketing/Communications & Development Manager 2024 – Present

Cities Initiatives / Remote / Canada (Ontario/Québec) & United States

With a focus on elevating brand visibility, I develop and execute dynamic marketing strategies that drive stakeholder engagement and boost member retention. My role encompasses managing high-profile events, such as the Annual Conference and VIP engagements, ensuring alignment with organizational objectives. By collaborating with cross-functional teams across policy, programs, and development, I create cohesive marketing efforts that resonate with diverse audiences. My work spans crafting compelling email campaigns, newsletters, press releases, social media content, and videos while optimizing website content to deliver clear and impactful messaging.

Committed to fostering growth, I have spearheaded initiatives to expand donor outreach and streamline CRM processes, strengthening relationships with members and funders. Leveraging expertise in media relations, I manage strategic messaging, partner with PR and design consultants, and produce high-quality media materials that amplify the organization's profile and mission.

Brand Marketing Manager of Engagement 2022 – 2024

Lakeshore Advantage / Hybrid / Zeeland, Michigan

At Lakeshore Advantage, brand management and corporate event coordination were key areas where I excelled. By creating and executing comprehensive branding and marketing plans, I upheld the organization's brand identity and ensured its consistency across all platforms. Collaborating with external partners, I oversaw the development of creative assets, while also identifying opportunities to refine strategies and improve communication efforts.

In event management, I planned and executed events from concept to post-event evaluation, ensuring alignment with organizational goals and values. My proactive approach and meticulous attention to detail consistently resulted in impactful events that strengthened the company's image and reinforced its reputation within the community.

JACQUE EDWARDS

GIVING BACK

AIGA National Member
2006 - PRESENT

AIGA Student Member
Ferris Student Group Member
2006 – 2010

Thunder By National Marine Sanctuary
Volunteer Graphic Designer
2014 – 2015

Alpena DDA
Promotions Board Chair
2015 – 2016

Big Five Dive
Volunteer Event Coordinator & Designer
2015 – 2016

NEMIGLSI
Volunteer Graphic Designer
2016

Capital Hill Ocean Week
Volunteer Production Controller
2017

Back form the Brink Event
Volunteer Event Coordinator & Designer
2019

Taste of Muskegon
Volunteer
2019

West Coast Chamber Impact Day
Volunteer
2022 – 2024

WORK EXPERIENCE

Marketing Designer & Branding Specialist 2018 – 2021

Innova-Tech Solutions Corp. / Remote / Alpena, MI

Led and coached a high-performing team to drive sales and branding while managing marketing for 13 companies. Streamlined workflows, optimized profitability through budgeting and vendor negotiations, and established brand guidelines. Managed graphic projects, including product photography, web design, and social media, using editorial calendars and reporting to support business growth.

Program Coordinator & Graphic Designer 2017 – 2018

Yoopers Shirts, Inc. / On-site / Marquette, Michigan

I helped develop a strategy for producing and installing over 100 wayfinding signs across a five-county region, designing and overseeing content creation for the campaign. I also created a Google Map to coordinate installation plans with partners and state employees.

The campaign successfully engaged the public with the region's historical and cultural resources, highlighting landmarks like shipwrecks, lighthouses, and other maritime features.

Director of Communications 2016 – 2017

Congressional Country Club / On-site / Potomac, Maryland

I led internal communications for an organization with over 500 employees, 12 departments, and 1,200 members. In my first year, I developed key infrastructure, including brand standards, communication protocols, an editorial calendar, and an onboarding program.

I volunteered for the Culture Development Board of Managers, organizing staff events to build unity across 13 departments. These efforts strengthened an inclusive culture that fostered collaboration and growth.

Lead Graphic Designer 2015 – 2016

Thunder Bay National Marine Sanctuary / On-site / Alpena, MI

I collaborated with the Education & Outreach Coordinator and Facility/ Exhibits Manager to develop a project management strategy for installing over 100 wayfinding signs across a five-county region. I designed and oversaw content creation and imagery for the campaign.

To enhance coordination, I created a Google Map to share installation plans with community partners and state employees. The campaign successfully engaged the public with the region's historical and cultural resources, highlighting landmarks like shipwrecks, lighthouses, and other maritime features.