

JACKI ARKFELD

La Jolla, CA | jackiwilsonarkfeld@gmail.com | (757)-567-4288 | [linkedin.com/in/jackiarkfeld](https://www.linkedin.com/in/jackiarkfeld) | jackiarkfeld.com/portfolio

SUMMARY

Multidisciplinary designer and marketing professional supporting strategic, people-centric design projects across print, digital, web, and other mediums. Blends creativity with business insight to develop bold, detail-oriented visual solutions that drive engagement and meet goals. Experienced in managing projects from concept to delivery, collaborating cross-functionally with stakeholders, and maintaining brand consistency across touchpoints. Proficient in Adobe Creative Cloud (including Illustrator, InDesign, and Photoshop), Figma, Sketch, and other design tools.

SKILLS & STRENGTHS

- **Design:** Brand Identity, Logo Design, Typography, Layout Design, Design Systems, Photo Editing, UI/UX, Illustration
 - **Marketing:** Print & Digital Collateral, Social Media Design, Email Marketing, Campaigns, Event Branding
 - **Web:** Web Design, Wireframing, CMS (Wix, WordPress), ADA Compliance
 - **Tools:** Adobe CC (Illustrator, InDesign, Photoshop, Premiere Pro), Figma, Canva, Notion, Slack, Constant Contact
 - **Tech:** Microsoft Office (PowerPoint, Excel, Outlook, SharePoint, Teams), Google Workspace, Accelo CRM, Box, Zoom
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EXPERIENCE

Founder & Freelance Graphic Designer

Jacki Arkfeld Designs | San Diego, CA | 2020 — Current

- Provide branding and design services, including logo design, visual identities, and creating print and digital materials.
- Collaborate with clients to translate goals into effective visual identities that align with their brand and audience.
- Deliver professional assets with attention to typography, layout, and export specifications across media formats.
- Offer additional design support such as illustration, photo editing, and layouts for impactful visual storytelling.

Marketing & Business Development Analyst

Stapleton Group, a part of J.S. Held | Solana Beach, CA | 2024 — Current

- Plan and execute sponsored events and conferences, ensuring strategic brand positioning and engagement.
- Designed marketing brochures, pitch decks, and team biographies for brand consistency during company acquisition.
- Created visual content for digital campaigns, blog posts, and email marketing to engage audiences.
- Manage website updates, optimizing content layout, and UI design for a user-friendly experience.

Senior Administrative Assistant & Project Specialist

The MITRE Corporation | McLean, VA (Hybrid) & San Diego, CA | 2021 — 2024

- Provided administrative, operational, and business development support for the senior leadership team.
- Designed and maintained an internal SharePoint site to improve accessibility and engagement across teams.
- Created executive-level presentations, infographics, and marketing materials for leadership.
- Managed logistics for corporate events, designed branding materials and promotional assets for conferences.

Regional Sales Account Manager

Three Notch'd Brewing Company (Central Virginia Distributing) | Northern Virginia Region | 2019 — 2021

- Managed a portfolio of 150+ accounts, driving sales growth and fostering strong client relationships.
 - Served as brand ambassador for the company at regional hospitality events, festivals, and industry networking events.
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EDUCATION

Bachelor of Arts — Political Science | Minor — Public Affairs & Urban Design/Planning

Virginia Tech | Blacksburg, VA

Graphic Design & Business Administration Courses

George Mason University | Fairfax, VA