

JILLY MAC DOWELL

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EXPERIENCE

Director of Marketing, Editor & Publisher | namb.org | Dec 2021–present
National Association of Mortgage Brokers

One-woman marketing & publishing machine for trade association

- writing, editing, design & publication of monthly magazine, web content, newsletters & emails
- graphic design of logos, media kit & membership collateral and event branding, visuals & signage
- 5x weekly social media post graphics & captions across 4 channels
- daily multimedia deliverable scheduling & handling for 50+ sponsor-partners

Freelance Consultant | jillymacdowell.com | Sept 2014–Dec 2021

Various Clients, Monmouth County NJ

Consulting, strategy & marketing support to help launch & grow small business & non-profits

- design & branding: logos, graphics, websites, packaging, signage, social media
- writing: bios, blogs, press releases, product descriptions & newsletters

Creative Director | afius.org | June 2019–Oct 2021

Association of Food Industries, Neptune NJ

Overhauled & modernized creative for a century-old trade association group

- website redesign & all content
- multi-channel social media development & management
- event & trade show visuals

Sole Owner & Chef | Sept 2002–Oct 2013

Quiet Storm Café & Catering, Pittsburgh PA

Working chef/owner of vegetarian/vegan restaurant, voted best of Pittsburgh 2005-2013

Webmaster | July 2001–Jan 2003

WQED Pittsburgh, Pittsburgh PA

Designed public television station's first integrated website in collaboration with print, TV & radio

Editor in Chief | Feb 1999–May 2001

In Pittsburgh Newsweekly, Pittsburgh PA

Editorial direction of 12-15 staff & freelancers, weekly column & features, special projects

Please visit [linkedin.com/in/jilly-macdowell](https://www.linkedin.com/in/jilly-macdowell) for prior positions.

EDUCATION

BFA Graphic Design, Tyler School of Art (Temple University) | Philadelphia PA

APPS

Proficient in Adobe Creative | Microsoft Suite | Google Suite | YM | Personify | Neon | Cvent
Canva | Instagram | Zoho | Slack | HTML | Wix | Squarespace | Wordpress | Mac preferred

QUALITIES

Curious | Communicative | Decisive | Entrepreneurial | Self-Motivated | Creative | Flexible
Tenacious | Reliable | Organized | Efficient | Well-Traveled | Musical | Compassionate | Driven