

Jennifer Blazauskas

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Summary

Creative Director with over 17 years of expertise in elevating brand visibility and enhancing customer experiences through cutting edge design and strategic marketing. Proven track record in driving market growth and delivering impactful, high-quality solutions across digital platforms. Proficient in Adobe Creative Suite, Google WebMaster Tools, and Marketing CRM platforms. Passionate about transforming digital presence, fostering innovative brand storytelling, and leading successful, data-driven marketing campaigns to optimize market positioning and achieve business goals.

Skills

B2B Marketing, B2B SaaS, Marketing Strategy, Team Leadership, Lead Flow Management, Creative Design, Illustrator, AfterEffects, Photoshop, Premier, Figma / XD, HTML5 / CSS, Google WebMaster Tools, Google Analytics, SEO Optimization, HubSpot/Pardot, Salesforce, Microsoft Office

Experience

Financial Technology Solutions International | San Diego, CA

Creative Director | 01/2022 - Present

- Hired, Trained, and Led Marketing Team.
- Enhanced the company digital presence and strengthened brand visibility.
- Equipped sales with targeted messaging, presentations, tools, and market insights to enhance effectiveness.
- Directed website redesign and migration to HubSpot CMS, optimizing user experience and improving lead tracking.
- Collaborated with the Executive team on go-to-market strategies that drove market growth.
- Created storyboards, planned video shoots, produced custom motion graphics, and edited video content.
- Collaborated with team members to enhance SEO, achieving a 268.69% increase in website traffic.
- Partnered with the Business Development team to ensure accurate reporting of marketing and sales activities.
- Managed client ATM software branding and marketing initiatives, securing \$315,500 in closed-won revenue in 2024.

Financial Technology Solutions International, Inc | San Diego, CA

Senior UI/UX Designer | 04/2020 - 12/2024

- Led a comprehensive overhaul of the company's brand identity and positioning, enhancing market presence.
- Directed the UI/UX design for ATM software and web applications, improving customer experience.
- Established rigorous project management and testing protocols, consistently surpassing customer expectations.
- Fostered teamwork across departments to align UI/UX designs with business objectives, resulting in cohesive and user-centric solutions.

Financial Technology Solutions International | San Diego, CA

Senior Interactive Developer | 08/2016 - 12/2024

- Redesigned the company website, email campaigns, and landing pages, resulting in a 40% increase in web traffic.
- Recruited and mentored Web Developers to support client integration projects for Online Banking.
- Provided creative direction to the marketing team on email and landing page automation processes.
- Created engaging digital signage video content to showcase products and services.

Financial Technology Solutions International | San Diego, CA

Marketing Lead / Web Developer | 04/2014 - 12/2024

- Led marketing team, increased efficiency and collaboration through streamlined workflows and communication.
- Optimized lead generation and reporting in CRM, resulting in improved customer engagement and retention.
- Created brochures and video content, driving increased brand visibility and expanding reach across key channels.
- Planned successful trade shows and webinars, boosting client interaction and contributing to a stronger market presence.

Home Junction Inc. | San Diego, CA

Web Designer / Developer | 11/2012 - 12/2024

- Created custom themes and plugins, improving website functionality and user experience.
- Worked with clients from concept to launch, ensuring high-quality, on-time deliverables aligned with client goals.
- Created crated responsive designs, enhancing performance and boosting site accessibility and user engagement.

- Implemented performance optimizations that reduced load times and improved SEO rankings, resulting in increased traffic and search visibility.

Nexaira Inc. | San Diego, CA

Web Programmer / Marketing Assistant | 01/2008 - 12/2024

- Designed and optimized E-commerce which increased sales by 20%.
- Created high-impact marketing materials that an increased brand visibility and product appeal.
- Maintained company website, ensuring seamless performance, security, and up-to-date content.

Education

The Art Institute of California | San Diego

Interactive Media and Design | 09/2007

BS in Computer Science

Certificates

Accessibility Core Competencies (CPACC), HubSpot Inbound Marketing, Digital Signage Content and Media Expert, UX Fundamentals