







Jake Layton

MARKETING MANAGER

 (816) 589-7688
 laytonjake@gmail.com
 www.laytonjake.com
 linkedin.com/in/laytonjake/

WORK EXPERIENCE

Mar 2017 - Present
(6 years 5 months)

LAYTONJAKE.com
Freelance Graphic Designer &
Marketing Consultant

My expertise extends to designing and producing a wide range of print materials, including brochures, product catalogs, ADs, and other forms of correspondence, ensuring clear messaging and visual appeal. I create persuasive promotional materials such as posters, banners, and signage to drive customer engagement and enhance brand visibility. Additionally, I craft visually striking web banners, advertisements, and social media graphics that capture the audience's attention and effectively promote products or services. Throughout the design process, I collaborate closely with clients to understand their requirements, provide creative insights, and deliver designs that meet their specific needs and objectives. My ability to manage multiple projects simultaneously while adhering to strict deadlines and maintaining a high level of attention to detail sets me apart in the industry. I rely on industry-standard design software and tools to bring concepts to life and deliver high-quality final products. Building strong client relationships based on trust, effective communication, and consistently exceeding expectations is a fundamental aspect of my approach.

Mar 2022 - Apr 2023
(1 year 2 months)

Silver Dollar Inc.
Creative Marketing Manager

Responsible for overseeing and managing the social media accounts, marketing communications, promotional efforts, advertising, and marketing collateral in both print and digital formats for the following entities:

- The Wort Hotel
- The Wort Plaza
- The Silver Dollar Bar and Grill
- The Million Dollar Cowboy Bar
- The Million Dollar Cowboy Steakhouse

Key responsibilities include:

- Successfully branding and executing the first all-female country music festival in collaboration with CMT.
- Successfully promoting and executing a sold-out primer concert series featuring renowned artists such as Travis Tritt, Carly Pierce, Riley Green, Neil McCoy, Shenandoah, Jenny Tolman, and other exceptional regional and national talents.
- Managing the update, development, and design of new Wordpress websites.
- Generating quarterly marketing reports.
- Collaborating with performers' marketing and management teams to promote ticket sales for shows and events.
- Working closely with the Director of Sales to co-develop and track the success of marketing objectives for each businesses.
- Demonstrating skills, effectively conveying clear messages.
- Displaying a strong desire to drive growth, find creative solutions to problems, and welcome constructive feedback.

OBJECTIVE

I am a passionate and hardworking individual who has been a part of the local Jackson, Wyoming community for the past 6 years. I am seeking new opportunities that allow me to stay in the community and snowboard all winter long! I am committed to continuously improving myself both personally and professionally.

EDUCATION

BFA Graphic Design

Missouri State University
2008-2013
Springfield - MO

BS Marketing

Missouri State University
2008-2013
Springfield - MO

Minor Art History

Missouri State University
2008-2013
Springfield - MO

Ray-Pec High

2004-2008
Peculiar - MO

REFERENCES


Leigh Alfarano
General Manager King Sushi
(914) 255-0656

Erin Polo
Owner Cafe G Catering
(307) 690-7878

(More available upon request)

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WORK EXPERIENCE CONTINUED

Nov 2017 - Mar 2022
(4 years 5 months)

Jackson Hole Mountain Resort Market Researcher

- Establish and maintain a consistent schedule of communication with our primary audience segments: Core, Snow chasers, Adventure Families, Domestic Destination Travelers, and International Destination Travelers.
- Utilize storytelling techniques to effectively convey insights and provide solutions.
- Conduct comprehensive research on customers, sales trends, products, and services to inform future marketing strategies.
- Use gathered information to make informed recommendations that foster growth and drive positive change.
- Demonstrate exceptional communication skills and adaptability in strategic planning.
- Possess strong interviewing skills and problem-solving abilities.
- Collect and analyze data on consumer demographics, preferences, needs, and behaviors.
- Implement an omni channel approach to reach and engage with our target audience across multiple platforms.

Jun 2017 - Dec 2021
(4 years 7 months)

Cafe Genevieve Manager

- Successfully executed 50+ VIP weddings, events, and intimate gatherings in Teton Valley.
- Managed events with 500-150 guests at various venues
~Diamond Cross Ranch, Teton Pines, & Snake River Ranch
- Collaborated with chefs to provide tailored, intimate experiences in private homes.
- Demonstrated flexibility and exceptional problem-solving skills in high-stakes environments.
- Maintained personalized contact with guests to assess expectations and ensure a positive experience.
- Expertly planned and managed events with large, diverse staff.
- Provided exceptional guest service, meeting quality standards and evaluating customer satisfaction.
- Utilized strong customer service skills to ensure the highest standards and operational efficiency.
- Demonstrated extensive knowledge of menus, venues, and event timelines to enhance guest service.
- Ensured excellence in hospitality, guest services, and point of contact quality standards.

Mar 2018 - Feb 2020
(2 years)

Teton Signs Project Manager

- Manage multifaceted projects from start to finish, utilizing Illustrator and InDesign for design.
- Coordinate production, logistics, and installation of hand-made signs, storefront/display installations, and window g - Provide branding and logo design consultation and ideation.
- Lead project initiation and planning, ensuring technical feasibility during initial consultation and bid process.
- Allocate resources and manage budgets.
- Develop a detailed plan to monitor and track progress of multiple projects simultaneously.

SKILLS

Adobe Cloud Expert

Marketing Strategy

Positioning

Social Media Management

SM Metrics & Analytics

Budgeting & Accruals

Campaigns

Relationship Building

Market Planning

CMS Systems

Internal & External Communications

Hospitality

Public Relations