

# Jana Arbogast

## Education

### WASHINGTON UNIVERSITY IN ST. LOUIS

Bachelor of Fine Arts  
Visual Communication  
Sam Fox School of Design

### DEPAUL UNIVERSITY SCPS

Marketing Research Certificate

### NORTHWESTERN UNIVERSITY SPS

Project Management Certificate

## Professional Skills

Visual Design, Brand Building,  
Social Media, Management

Technology: Adobe Creative Suite,  
Microsoft Office, Smartsheet,  
Basic HTML, Mailchimp,  
Constant Contact, Sprout Social,  
SurveyMonkey

## Personal Skills

Leadership, Communication,  
Project Management, Systems  
Creation, Organization, Writing

## Passions

Team Building, Storytelling,  
Process Optimization

## Language

Fluent Hebrew, Basic Arabic

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[JANA-ARBOGAST.COM](http://JANA-ARBOGAST.COM)

PASSWORD: 2022

## Professional Experience

### THE GETTYS GROUP COMPANIES, CHICAGO, IL

DIRECTOR OF BRANDING, 2018-PRESENT

- Direct overall strategy for all group projects, including market research and creation of brand stories, naming, identities, and brand style guidelines for boutique hotels, restaurants, residential properties and hospitality companies
- Direct and execute marketing strategy for The Gettys Group Companies and its 7 service companies, including all content across web and social platforms
- Lead a team of highly talented direct reports including Designers, Strategists, and Project Managers, motivating the team to execute high quality work and have fun every day
- Oversee client relationship for all group projects, including leading day-to-day client communication, presentations, and schedule, scope and change order management
- Collaborate with Business Development group to cultivate new opportunities, including creating work plans, proposals, and presentations for prospective clients
- Develop billing projections & reporting on financial performance
- Manage group personnel, including recruiting, personnel changes, performance assessments, salary increases, bonuses and other rewards

SR. BRAND MANAGER, 2017-2018

- Lead market research and creation of brand stories, naming and identities for boutique hotels, restaurants, residential properties and hospitality companies
- Oversee project management for all group projects, including creating and maintaining project schedules, deadlines, and deliverables from project kickoff to completion

SR. DESIGNER, 2014-2017

- Conduct market research and conceptualize brand stories, naming and identities for boutique hotels, restaurants, residential properties and hospitality companies
- Create sales presentations, brand materials and marketing collateral for The Gettys Group Companies and its sub-brands

## OTHER PROFESSIONAL EXPERIENCE

Before entering the world of branding, I realized my childhood dream with a career as a book designer, working in-house and on a freelance basis for clients including Penguin Random House, HarperCollins, Little Brown, Hachette, and Albert Whitman & Co.