JILLIAN MANGES

Digital Designer + Creative Team Lead

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ABOUT

Digital designer with 10 years of hands-on experience across brand, advertising, print, event, and performance-driven creative, including 4 years of experience leading designers, improving workflows, and guiding creative strategy across cross-functional teams.

EXPERTISE & AWARDS

PROFESSIONAL

Certified Scrum Master (CSM)
Asana Workflow Specialist
Webflow Certification - CMS

TECHNICAL

Illustrator
Photoshop
InDesign
Premiere Pro
Lightroom CC + Classic
Salesforce
Asana
Figma
Webflow
The Brief (Creatopy)

AWARDS

Sterling Award - Digital Ads
American Marketing Association 2021

EDUCATION

B.A. Graphic Design
Southwest Minnesota State University

B.A. Professional Writing & Communication
Southwest Minnesota State University

PROFESSIONAL EXPERIENCE

SOJERN

Team Lead, Digital Design — *Remote | Jan. 2023 - Present*

- Leads a team of 8 digital designers overseeing creative production, quality, and delivery of 8,000+ display advertising and email campaigns annually across Sojern's global portfolio of travel and hospitality clients
- Has increased the design team's monthly output by 62% by streamlining workflows, standardizing templates, refining Salesforce logic for creative request intake processes, and improving communication between Designers and Customer Success
- Oversees creation and approval of 50+ corporate hotel chain templates including Best Western, Hyatt, Choice, Wyndham, and Accor
- Spearheads creative A/B testing framework across display ad and email marketing campaigns using performance data to identify winning variants and inform future design strategy to establish Sojern as a thought leader in creative

Production Designer — *Remote | Jun. 2021 - Jan. 2023*

- Designed 200+ brand and digital assets, including custom icons, product mockups, display and social ads, and presentations, across 30+ campaigns and 5+ channels
- Developed on-brand print and digital collateral for 40+ trade shows, industry events, and internal communications, ensuring consistency across every touchpoint
- Co-created the visual identity for GloCon, Sojern's annual global conference for 300+ attendees, and designed the full event system: signage, stage graphics, C-suite presentation decks, step-and-repeat banners, apparel, and merch
- Designed 5+ long-form industry reports and thought-leadership publications, including The Destination Marketer's Guide to Always-On Marketing and State of Destination Marketing; all reports generated 1,000+ downloads within the first week

Advertising Designer — *Remote | Jan. 2019 - Jun. 2021*

- Designed 200+ animated HTML5 banner ads monthly with special focus on high-tier clients, corporate chain brands, and enterprise campaigns
- Provided creative direction and optimization strategies to clients by leveraging design expertise and A/B testing insights to improve campaign performance
- Established and maintained design SOPs and best practices, improving consistency and scalability across the creative team when mentoring junior designers and training new team members

Junior Advertising Designer — *Omaha, NE | Jul. 2017 - Jan. 2019*

- Designed 100+ static display ads monthly for hotels, tourism boards, and airlines
- Managed a high-volume creative queue in Salesforce, delivering assets across hundreds of client accounts with consideration for global timezones
- Developed creative variants for structured A/B tests, adhering to control/test parameters and proposing hypotheses to inform future experimentation

PHOTOWORKS

Associate Photographer — *Marshall, MN | Aug. 2016 - Jun. 2017*

- Edited and retouched photography for studio shoots and major commercial clients, including Schwan's Food
- Designed 30+ print layouts for photo cards, collages, and photography packages
- Supported large-scale print production, quality control, and fulfillment for school, sports, and community photography orders