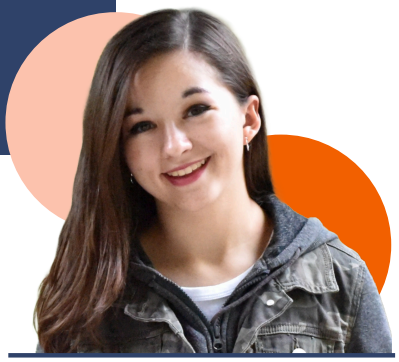
JAYLYN SPITNALE

Marketing Design Specialist



PHONE

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ADDRESS

2703 Herron Lane,
Glenshaw, PA

SOCIAL MEDIA

@Jaylyn Spitnale on LinkedIn
WWW.JAYLYNSPITNALE.COM

alzheimer's association®

Alzheimer's Association of Greater Pennsylvania
Young Professionals Committee Member & Volunteer

WORK EXPERIENCE

Marketing Design Specialist (2024 - Present)
Massaro Construction Group

Manage and execute marketing initiatives across a diverse portfolio of Massaro Construction Group business units, tailoring strategies and materials to construction, real estate, disaster restoration, and corporate audiences.

Internships (2021 - 2023)
Cooper Tire & Hancock-Wood Electric Cooperative

Gained hands-on experience in marketing and visual communications through internships with Hancock-Wood Electric Cooperative and Cooper Tire, supporting branding, social media, graphic design, photography, web development, event planning, video production, and product visualization.

EDUCATIONAL HISTORY

Bachelor of Science in Technology (2019 - 2023)

Bachelor of Science in Technology, Visual Communication Technology
Minor in Computer Science
Magna Cum Laude | Bowling Green State University

ABOUT

www.jaylynspitnale.com

Creative and versatile marketing professional with experience spanning construction, real estate, restoration, and corporate environments. I enjoy bringing ideas from concept to execution, whether developing a brand, creating visual content, supporting a project pursuit, managing a digital campaign, or planning a company event. My experience combines hands-on creative production with the organization, collaboration, and strategic thinking needed to manage a wide range of marketing initiatives.

SKILLS

Creativity and Design Thinking | Attention to Detail | Storytelling with Multimedia Components | Verbal and Written Communication Skills | Project Planning and Time Management

Marketing & Strategy
- Campaign development and execution
- Brand management & development
- Construction & real estate marketing
- Advertising

Creative & Design
- Graphic design
- Visual communications
- Multimedia content creation
- Photography & photo editing
- Videography & video editing
- Signage & large print media

Digital Marketing
- Social media management (multiple accounts)
- Email marketing
- Website management

Business Development & Communications
- Proposal & pursuit support
- Internal & corporate communications
- Project publicity

Events
- Event planning & marketing
- Employee engagement
- Corporate events

Technology
- Adobe creative cloud
- Wix
- Basic HTML/CSS
- AI tools & applications for marketing