

# Janelle Watzke

CREATIVE MARKETING LEAD

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Innovative and results-driven creative leader with extensive experience in graphic design, art direction, marketing, and branding. Proven track record of developing and implementing cutting-edge strategies to enhance brand identity and drive business growth. Adept at managing teams, upholding brand guidelines, and executing both digital and print creative initiatives.

## Education

### THE ART INSTITUTE OF CALIFORNIA

Bachelor of Science, Graphic Design

San Diego, California

### FASHION INSTITUTE OF DESIGN & MERCHANDISING

Associate of Arts, Graphic Design

Los Angeles, California

## Skills

### TECHNICAL

Graphic Design  
Brand Strategy / Identity  
Art / Creative Direction  
Digital / Print / Motion Design  
Social Media Design / Management  
GIF Animation  
Project Management  
Process Improvement  
Copy Editing  
Email Marketing

### SOFTWARE

Mac OS  
Adobe Creative Cloud  
Microsoft Office Suite  
Canva  
CMS Tools: Shopify / Squarespace / Wix  
Project Management Systems: Wrike / Trello / Monday.com / ClickUp / Workfront

### PERSONAL

Organized  
Efficient  
Resourceful  
Problem Solver  
Self-motivated  
Detail-oriented  
Versatile  
Mentorship  
Collaborative

## Experience

### JONES LANG LASALLE (JLL) - CAPITAL MARKETS

Graphic Designer // May 2023 - Present

- + Executes custom and company-branded graphic requests for capital markets real estate investment sectors in Dallas-Fort Worth.
- + Designs data-rich proposals and offering memorandums, integrating financial statements, infographics, and property information.
- + Manages overflow design production to maintain project timelines and support team collaboration.

### EQTY REAL ESTATE | FORBES GLOBAL PROPERTIES

Creative Marketing Director (Contract) // July 2022 - April 2023

- + Established brand identity and executed all company and agent marketing materials, contributing to brand awareness, agent recruitment, and revenue growth at the start of establishment in 2022.
- + Developed internal processes and marketing templates to streamline agent onboarding, training, and marketing initiatives.
- + Managed vendor collaborations to procure high-quality materials within budget constraints and orchestrated marketing efforts for top partners.
- + Privately collaborated with agents prior to and during onboarding process to ensure a seamless transition to rebrand and enhance marketing strategies.
- + Led the design, content creation, and management of social media accounts, expressing market research through unique static and animated graphics.

### ALPHA REAL ESTATE ADVISORS

Senior Graphic Designer // November 2021 - July 2022

- + Crafted an interactive brand style guide and property marketing templates to ensure design consistency across marketing materials.
- + Provided leadership and design training, fostering a hands-on approach to marketing requests.
- + Implemented shared folder organization and managed design assets for streamlined workflow.

### ROGERS HEALY AND ASSOCIATES REAL ESTATE

Senior Graphic Designer // October 2019 - December 2020

- + Led the marketing team, overseeing projects to reinforce brand identity.
- + Executed strategic digital marketing initiatives, optimizing team efficiency through successful implementation of tech innovations.
- + Facilitated recruitment and onboarding of sales agents through effective digital campaigns and heightened brand awareness.

## Certifications

### SOCIAL MEDIA MARKETING

HubSpot Academy

### EMAIL MARKETING

HubSpot Academy

## Experience (continued)

### BRIGGS FREEMAN SOTHEBY'S INTERNATIONAL REALTY

**Senior Graphic Designer** // *February 2019 - October 2019*

- + Designed custom luxury marketing materials aligning with Sotheby's International Realty brand standards.
- + Proposed and implemented initiatives to streamline internal processes, enhancing advertising management.
- + Elevated department offerings to democratize marketing templates for all agents.

### BETTER HOMES AND GARDENS REAL ESTATE - HOMECITY

**Senior Graphic Designer** // *March 2018 - February 2019*

- + Led the rebranding of all marketing collateral for a three-brokerage merge across Texas.
- + Collaborated with vendors to execute high-quality rebranded real estate collateral within budget constraints.

### PACIFIC SOTHEBY'S INTERNATIONAL REALTY

**Lead Graphic Designer** // *February 2017 - March 2018*

- + Directed the rebranding of all marketing materials for the merger of two Sotheby's International Realty franchises.
- + Designed a high-impact "Expired Listings" brochure, generating a return on investment (ROI) of 6 multimillion-dollar listings

### FIRST TEAM REAL ESTATE | CHRISTIE'S INTERNATIONAL REAL ESTATE

**Graphic Designer** // *April 2014 - February 2017*

- + Executed marketing materials and project management for numerous real estate offices, adhering to luxury brand standards of Christie's International Real Estate.