



# JERRY CUTCHENS

MARKETING & GRAPHIC  
DESIGN PROFESSIONAL

## EXPERIENCE

### CARINA MARKETING

MARKETING & GRAPHIC DESIGN PROFESSIONAL | OVIEDO, FL | 11/13 - PRESENT

- Provide marketing services for nonprofit organizations and small businesses
- Consult and provide clients with professional and creative fundraising methods
- Design and create branding, logos, print pieces, social media and websites
- Administer on-site and remote information technology support services

### EMBRACE FAMILIES

DIRECTOR OF MARKETING & COMMUNICATIONS | ORLANDO, FL | 04/20 - 12/20

- Oversaw development and execution of marketing and fundraising activities
- Provided production direction and graphic design to create and execute fundraising campaigns in support of established marketing strategies
- Created, maintained and updated a variety of websites; corporate and partners
- Administered social media marketing promotions, engagements and conversions
- Managed media contacts, messaging, and execution of all media coverage

### ENTERPRISE FLORIDA

MARKETING MANAGER | ORLANDO, FL | 11/12 - 11/13

- Conceptualized, planned and implemented events to increase BD opportunities
- Designed event materials such as event plans, invitations and handouts
- Worked with internal teams to execute timelines to increase effectiveness
- Developed and maintained effective working relationships with vendors

### EMERGENCY MEDICINE LEARNING & RESOURCE CENTER

DIRECTOR OF MARKETING, COMMUNICATIONS & IT | ORLANDO, FL | 10/01 - 11/12

- Directed, managed and created all print and digital marketing materials
- Secured sponsors with an annual budget of \$1,500,000 for 6 national conferences
- Created, developed and maintained the corporate website and portals
- Managed and supported all information technologies for the organization

### CONVERGYS CORPORATION - DELL & GATEWAY COMPUTERS

CALL CENTER OPERATIONS MANAGER | LAKE MARY, FL | 12/00 - 10/01

- Guided 10+ technical support team managers to boost their team's productivity
- Motivated 300+ call center TSRs through high energy and professionalism
- Maintained and improved performance by monitoring day-to-day operations

TECHNICAL SUPPORT TEAM MANGER | LAKE MARY, FL | 03/00 - 12/00

- Managed a major OEM call center team of 30+ technical support representatives
- Guided technical support representatives to achieve call center service metrics
- Conducted IT and customer service trainings for TSRs to meet our clients' needs

## EDUCATION







ILLINOIS STATE UNIVERSITY  
Normal, Illinois  
Bachelor of Science, Marketing



FLORIDA STATE UNIVERSITY  
Tallahassee, Florida  
College of Business, Marketing

## CONTACT

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-  407-474-2571
-  Oviedo, Florida

## SKILLS

### GRAPHIC DESIGN

Branding, Logos, Presentation Folders, Press Kits, Brochures, Postcards, Print Advertisements, Sales Sheets, Posters, Catalogs, Magazines, Newsletters, Trade Show Signage, Billboards

### WEBSITE DESIGN

Websites, Website Banners, Email Marketing Campaigns, Site Maps, Website Programming, Website Optimization, Social Media Content, Blog Pages, Email Signatures, Landing Pages

### CONSULTING

Golf Tournaments, Conferences, Events, Volunteer Management, Fundraising, Brand Development, Positioning Statement, Mission Statement, Unique Selling Position, Marketing Plans

### INFORMATION TECHNOLOGY

Hardware, Software, Network, Peripherals & IoT Troubleshooting, Windows, Mac & Mobile Operating Systems, IT Security Best Practices, Mobile Devices Support, Operational Procedures, Adobe Creative Suite, Microsoft Office 365, Database Fundamentals, HTML, CSS & UX/UI Design, WordPress & Other CMS

COMPTIA ITF+  
(FCO-U61)  
Certification

