



JAMIE BELL

JBELL3662@GMAIL.COM • JAMIELBELL.COM

HIGHLIGHTS

- Creative, energetic educator who excels in creating informative and engaging curriculum. Developed new courses focusing on Digital Marketing, Video Marketing, Content Marketing & Social Media Marketing.
- Courses taught: Adobe Photoshop, Adobe Illustrator, Intro to Coding, Social Media Tools, Acrobat Pro, Design Principles, Digital Photography, Digital Marketing, Adobe InDesign, Video Marketing, Content Marketing, Social Media Tools, Social Media Explored, Digital Portfolio, Capstone for Creative Careers, Analytics for Digital Marketing.

EDUCATION

2004

Western Iowa Tech Community College
Associates of Applied Science
Major: Digital Media Publishing
Certificate: Web Publishing

VOLUNTEER EXPERIENCE

2023 - Present

Board of Trustees Sioux City Art Center
Oversees the operations and maintenance of the Art Center.

2005 - 2023

Goodfellow Charities
Board member. Coordinates the purchase and distribution of toys to families in need.

DIGITAL MARKETING & GRAPHIC DESIGN INSTRUCTOR

2004 - Present

Western Iowa Tech Community College - Sioux City, IA

2004 - 2018 Adjunct instructor • 2019 - Present Full Time Instructor

Research and develop effective curriculum and teaching strategies that focus on interactive lectures and hands on learning. Coordinates with department faculty to ensure students achieve their academic goals. Provide academic and professional guidance to students

Managed a student run vinyl print shop utilizing a Roland 640vgi large format printer. Guided students creating original work and printing preparation of files sent camera ready.

CREATIVE PRINT AND DIGITAL MEDIA DIRECTOR

2015 – 2019

Sioux City Journal - Sioux City, IA

Directly supervised a staff of 4, indirectly a staff of 20. Responsible for creative direction of all advertisements in print and online. Oversaw the planning and production of the Sioux City Journal and all niche products averaging 20 per month. Developed and maintained the creative department yearly budget.

Created print and online advertisements, marketing materials, sales collateral, websites, and POP signage. Managed social media accounts for customers including an advertising budget. Used Google's DFP (SAS) platform to distribute the online ads to siouxcityjournal.com and other online platforms.

Successfully implemented several new initiatives including offering social media management and website creation to existing and potential customers. Lead designer: employment & brand advertising, in print and online for various customers of the Sioux City Journal.

GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER

2015 – 2015

Kay-Flo - North Sioux City, SD

Created packaging designs, trade show booths and signage, direct mailers, marketing material, sales collateral, and online & print advertisements. Contributed to website creation and maintenance for each of Kay-Flo's family owned agri-businesses: Nutra-Flo, KayDee Feed and NutraFerma. Created logos and sales collateral for dealers contracted by Nutra-Flo and Kay Dee Feeds. Lead designer for product and employee photography.

Managed Nutra-Flo's social media accounts including an advertising budget. Analyzed and interpreted social media marketing data and presented ROI reports to marketing director. Assisted the print shop manager with printing of all of Kay-flo's and KayDee Feed marketing materials.