

# Jonqui Albin

## MARKETER 4 HIRE



jonqui.com

innovator, planner, promoter, fundraiser, producer

**INDUSTRIES SERVED** ARTS, ENTERTAINMENT, RETAILERS, HEALTHCARE, FINANCIAL, COMMUNITY AND INDIVIDUALS Originated and implemented action generating business and project development plans and incentive programs. Strategies include innovative response management systems and cost slashing grassroots marketing.

**BRANDING** Designed and produced strategically targeted images, titling, copywriting and print/web layouts. Created logos, icons, illustrations, cartoons, layouts and websites with navigation mapping.

**CORPORATE COMMUNICATIONS** Wrote, designed and produced training materials, employee manuals, proposals for funding, sponsorship, other customer and internal communications. Products included layout and production of posters, signage, mailers and webpages.

**NEW VENTURES** Created strategic market entry plan with forecasts and timelines. Plans included response management systems, general sales and branding concepts for advertising and vertical market ad products. Wrote and presented proposals for funding, partnering and sponsorship. Designed and produced original logo art incorporating original high recognition product/company bylines titles and phrases.

**PROMOTIONS & PUBLICITY** Wrote and implemented strategic promotional campaigns. Won publicity in local, regional and national media. Created targeted website content and invented vertical marketing imprinted ad products derived from branding images and concepts and market trends. Utilized branding images for ad products such as T-shirts, mugs, other imprinted products, and editorial and book design and illustration. Promoted and distributed online, electronic media, at events and in regional or local venues.

**EVENT & INDUSTRIAL INSTALLATIONS** Attracted and retained target market interest with incentives that inspire interactive audience participation using large-scale images, concepts and partnerships that gain media attention.

### About Jonqui...

Jonqui Albin is an experienced marketing innovator and highly creative conceptual designer, copywriter and producer. Her strategic designs heighten received value of products and services they promote. Multiple applications planning builds stronger branding new vertical markets.

Jonqui's marketing methods are based on sales incentive programs. From these customized programs she invents news-making promotions accentuated by ad products that attract more target market response. Promotion is accomplished through Jonqui's attention grabbing images and headlines, writing, art and design. and promotional programs. Collateral advertising and communications design and distribution is designed to maximize budgets and accelerate results .

Jonqui is also an experienced sales rep, promoter and business manager. She utilizes her hands-on technical know-how to provide implementation of out-of-the-box solutions for each client's unique business environment.

Her leadership qualities and team spirit bring out the best in people for a positive outcome and a good time.

**Call for an interview or consultation 707.338.8629.**

Contact me 707.338.8629  
Sonoma, CA

### Experience

#### Incentive programs

#### Branding images

#### Web content

#### Sponsor Proposals

#### Illustration, cartoons

#### Event design

#### Hands-on project manager / trainer

Clients have included fortune 500 and major media

