



CONTACT

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- LinkedIn

EXPERTISE

Motion Graphics
Advertising,
Marketing
Brand Strategy
Social Media
Project Management
Art Direction

SOFTWARE

- **Adobe Creative Suite:** AfterEffects, Premiere, Photoshop, Illustrator, Animate, InDesign, Express
- **Video Editing:** Final Cut Pro, iMovie, Lightcut
- **UX/UI Tools:** Figma, Sketch, Miro, Milanote
- **Web Design and Development:** WordPress, HTML, CSS, JavaScript
- **3D Design and CAD:** AutoCAD, SketchUp, Maxon C4D
- **Office Tools:** Microsoft Word, Excel, PowerPoint, Google Workspace, Slack
- **Other Tools:** Canva, Procreate, AI, Social Media

PERSONAL SKILLS

Communication
Hardworking
Creativity
Team Building
Problem Solving
Leadership
Technology
Entrepreneurship
Initiative Taker

LANGUAGE

English
Spanish

EDUCATION

BFA Communication Design

New York City College of Technology,
Magna Cum Laude

AS in Graphic Design-Animation

Kingsborough Community College

Marolin Jimenez

OBJECTIVE

Creative, community-driven Communication Design graduate with expertise in social-first campaigns, media strategy, and impactful storytelling. Skilled in Adobe CC, motion design, strategy, UX/UI, and project management, with proven leadership in running events, teams, and campaigns. Ready to turn bold ideas into unforgettable experiences.

WORK EXPERIENCE

PROJECT MANAGER (STRATEGY & CLIENT RELATIONS)

100 Roses of Concrete Remote - 2025

- Coordinated and kept the project on track and within budget, schedules, and client communication
- Produced PSA for non-profit organization
- Worked closely with a cross-functional team to ensure PSA adhered to client's communications goals and brand narrative from conception to completion

SOCIAL MEDIA STRATEGIST

Hospitality Management Dept. City Tech - 2025

- Increased insights by 2,158% through strategic content creation. Advertised a fundraiser that raised \$10K+. Strengthened brand visibility and engagement across social platforms.
- Created a guide to trained future strategists.

HEALTH GROUP ADVERTISING

Omnicom Health Group - October 2024

- Collaborated in a team of four to develop a healthcare-focused branding campaign over a 5-week period

GRAPHIC DESIGN INTERN

Business Training Workforce Center - Summer 2024

- Designed menus and promotional videos for business partners
- Managed social media platforms for design-related assignments
- Completed weekly creative assignments. Virtual Communication

FOUNDER - ART DIRECTOR - INSTRUCTOR - ENTREPRENEUR

The Art Escape - Est. 2019

- Lead business development and creative strategy to grow a community-focused art business. Led art classes and summer camps for children, creating fun, educational experiences.
- Built strong community connections through marketing, social media, and client engagement boosting brand visibility
- Negotiated with clients to increase sales and secure long-term partnerships

TEACHER ASSISTANT

Archdiocese of New York - 2017 -2025

- Developed lesson plans and integrated art into the school curriculum, aligning activities with educational goals.
- Led engaging art activities for Pre-K-8 students, fostering creativity and skill development.
- Designed school visuals, including newsletters, flyers, and event stage setups, to enhance communication and school events.
- Stepped in to teach classes during staff shortages, maintaining a positive and productive learning environment.

ORGANIZATIONS / CERTIFICATES

The National Society of Leadership and Success

New Member scholarship on May 2025 Winner

100 Roses Concrete G.R.O.W.T.H Advertising / Human Award Winner

Moving Pixels Club & Video Production Club

Deans List 2023, 2024, 2025

UX / UI Certification

Hospitality Management Certificate

CPR / AED

TEACH NYCDOE Teachers Level II Certification