

BRANDING +MARKETING CONSULTING

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(Professional + Non-profit)

I. INTRODUCTION

Jae Yang, the principal at Y Design studio in Los Angeles, is a solution-driven creative director who has been building her successful career in the creative and media industry over 16 years. Her success in this ever-changing business market, has been attributed to her impeccable ability and dedication to develop branding and marketing communications that achieved business objectives for some of the major media corporations including TV Guide, Robb Report magazine, Jupiterimages, to name a few.

She has successfully created award winning* marketing campaigns and her global marketing knowledge and design qualifications expand over various industries such as publishing, media, luxury market, stock photo, fine art, and more.

HER EXPERTISE:

- Brand identity
- Brand strategy
- Brand management
- Marketing strategy
- Marketing communications (print + online + interactive)
- Website development
- Advertising
- Creative strategy + direction
- In-house creative services
- Non-profit organization

Consumers are now well informed and computer savvy as ever and they demand interaction and engagement at every touch-point. This requires current businesses to create an evolving brand positioning that is sustainable and completely aligned marketing communications with well-thought-out visual executions. And this is where she comes in and provides you with the intellectual property that is required to understand the current marketing needs.

She partners with a diverse range of firms and creative professionals to meet unique needs of every client. She believes in not only generating sustainable growth for clients but also building a healthy, fruitful working relationship that lasts.

She has an extensive experience on non-profit organization and management and passion for community building and fine art collecting.

Get in touch to find out what she can do to help your business.

jae@ydesignstudio.net • 310.913.1133

**Awards: Communicator Awards Print Media 2006 for Robb Report marketing collateral;
Applied Arts Magazine Interactive Award 2008 for Jupiterimages online interactive 3D direct mail*

II. CONSULTING OVERVIEW

BRANDING + MARKETING CONSULTING

BRAND STRATEGY + MANAGEMENT

- Brand analysis
- Brand identity review
- Brand guideline review
- Brand value + positioning
- Website review + assessment
- Website analysis: user experience, SEO, design
- Website development
- Creative strategy + direction

MARKETING STRATEGY + MANAGEMENT

- Marketing communications (online + print)
- Creative strategy + direction
- E-mail + interactive marketing
- Social media + viral marketing
- Events and community building
- Integrated marketing
- Advertising
- Direct mail and promotional campaign
- Budget analysis + management
- Marketing planning + scheduling
- Vendor outsourcing
- Creative outsourcing

IN-HOUSE CREATIVE AGENCY INFRASTRUCTURE CONSULTING

ASSESSMENT & ANALYSIS

- Creative processes
- Work flow + processes
- Project management (work submission, execution, review and approval process)

- Departmental structure
- Job descriptions
- Internal communication methods
- Staff management
- Short- and long-term goals and needs

TACTICS

- Implementation of more up-to-date work processes
- Development of a linear project management process
- Recommendation of new project management tools/ software
- Streamlined communication tool to improve efficiency
- Setting up clear and easy work process all employees can follow and adapt
- Standard operating process and procedures, describing the roles of each team member at each stage of the process
- Flexibility and feasibility for employees to adapt new processes
- Relationship management tool with internal clients (within Marketing)

NON-PROFIT CONSULTING

- Organizational structure
- Work flow + processes
- Project management
- Internal communication tool
- Volunteer management
- Marketing strategy + communications
- Social media + viral marketing maintenance
- Sponsorship + fundraising
- Program + event management

III. EXPERIENCE (professional)

Y DESIGN CONSULTING + CREATIVE SERVICES

LOS ANGELES, CA : 2006 - PRESENT

Clients: Domain-LA LLC, Penelope Francis & Co., Finton Construction, Villa Santus, Mossler Group, Blythe Projects, Victor Hugo Zayas (painter), Kwaku Alston (photographer), Golden Era Production, Oaks Christian School, Los Angeles Municipal Art Gallery Associates

Previous work experience:

JUPITERIMAGES

creative director

SOUTH PASADENA, CA

CURTCO MEDIA | ROBB REPORT

marketing design director

LOS ANGELES, CA

TV GUIDE

senior advertising+marketing designer

NEW YORK, NY

SONY COLUMBIA HOUSE

art director

NEW YORK, NY

THE SOURCE MAGAZINE

associate art director

NEW YORK, NY

THE VILLAGE VOICE WEEKLY

lead designer

NEW YORK, NY

MATADOR RECORDS

assistant art director

NEW YORK, NY

EDUCATION

The Cooper Union for the Advancement of Science and Art, BFA

Major area of study:
Graphic Design and
Photography

Involvement in
Exchange program
at Parsons School of
Design

AWARDS

Communicator Awards
Print Media 2006

Applied Arts Magazine
Interactive Award 2008

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III. EXPERIENCE (non-profit)

LOS ANGELES MUNICIPAL ART GALLERY ASSOCIATES

www.lamagassociates.org

communication committee chair

LOS ANGELES, CA

LOS ANGELES ART ASSOCIATION

www.laaa.org

benefit auction committee | advisory board

LOS ANGELES, CA

MOCA CONTEMPORARIES

www.moca.org/museum/involvement_act_contemp.php?

membership committee co-chair

LOS ANGELES, CA

AIGA LOS ANGELES CHAPTER

www.aigalosangeles.org

membership committee VP

LOS ANGELES, CA

VENICE ARTS

www.venice-arts.org

design class instructor

VENICE, CA