

# Jessica Frabasile

---

## MARKETING, DESIGN & STRATEGY

---

### contact

jessica.frabasile@gmail.com  
New Hope, PA

### education

**B.F.A. Visual Communications**  
Robert Busch School of Design  
Kean University | Graduated 2013

### other

**Yoga Teacher Certification 300HR**  
Honor Yoga Princeton | 2019

**Adjunct Professor**  
Restaurant Design  
Kean University | 2018-2019

**Design Mentor**  
Let's Charrette Event  
Kean University | 2016-2019

**Landmark Education**  
Program Graduate | 2016-2019

### work experience

**Marketing Director** | JM Group | Princeton, NJ | 2022-Present

**Senior Designer & Marketing Manager** | Smith | Remote | 2022-2024

**Marketing Director & Lifestyle Manager** | Landmark Hospitality  
Plainfield, NJ | 2021-2022

**Sous Chef** Homesick | Asbury Park, NJ | 2020-2021

**Executive Pastry Chef** Pascal & Sabine | Asbury Park, NJ | 2020-2021

**Art Director** Origin Branding & Retail Design | Holmdel, NJ | 2018-2020

**Adjunct Professor** Robert Busch School of Design | Union, NJ | 2018-2019

**Designer, Brand & Project Manager** | Smith | Asbury Park, NJ | 2016-2018

**Print Shop Manager** | Knock Off | Asbury Park, NJ | 2016-2018

**Graphic Designer** Gruskin Group | Union, NJ | 2014-2016

### programs & skills

Adobe Creative Suite

Brand Strategy

Branding & Identity

Concept Activations

Customer Relationship Management

Data Analytics

Editorial Design

Email Marketing Systems & Design

Event Planning & Design

Experience Design

Graphic Design

Google Suite

Interior Design

Marketing & Campaigns

Menu Design

Meta Business Suite

Microsoft Office

Music Programing

Photography

POS & Reservation Systems

Print Management

Production Design

Programming & Entertainment

Project Management

Project Management Programs

Promotion Design

Retail & Store Design

Social Media Management

Storyboarding

Team Management

Typography Management Programs

Wayfinding

Web Design

Web Platforms & Coding