

JACK BIDWELL



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Advertising professional with a background in integrated marketing and creative production, currently pursuing a BA in Advertising & Public Relations with a minor in Studio Art at Grand Valley State University (expected fall 2026). Expertise includes campaign development, brand strategy, multi-channel content creation, and effectively merging data-driven insights with innovative creative execution. Proficient in Adobe Creative Suite and various digital marketing platforms, facilitating the transformation of strategic concepts into captivating visual narratives that enhance brand visibility and foster consumer engagement. With an acute focus on achieving results in fast-paced, collaborative environments while adeptly responding to shifting market dynamics.

EDUCATION

Grand Valley State University

BS Advertising & Public Relations, Minor in Studio Art

Expected Graduation: Fall 2026

Relevant Coursework: Advertising Management, Copywriting, Media Planning, Campaigns, PR Writing, Digital Data & Design, Collaborative Communication

Client Experience: GVSU Library Services, Goodwill of Greater Detroit

Kent Innovation High

High School Diploma, 2022

Focus: Project-Based Learning, Presentation Skills, Collaboration, Creative Problem-Solving

Kent Career Technical Center

Graphic Design & Print Production

Adobe Suite proficiency, analog/digital printing • client, project

SKILLS

Creative & Concepting:

Campaign ideation, copywriting fundamentals, visual storytelling, mood boards, concept pitches, art direction support

Design & Production:

Adobe Photoshop (Certified), Illustrator, InDesign, Typography, Layout Systems, Digital Illustration, Photo Retouching, Video Editing (Premiere, After Effects)

Brand & Digital:

Brand identity, social content creation, content strategy, digital marketing basics, SEO fundamentals, WordPress CMS, presentation design

Strategy & Collaboration:

Client communication, brief interpretation, cross-team collaboration, problem-solving, project management, workflow optimization

Print & Production:

Wide-format & digital print operations, prepress/file prep, color management, finishing & binding, quality control, production cost estimation

WORK EXPERIENCE

Copy & Print Associate- Staples

Holland, MI | May 2025 – Present

- Act as a creative and production consultant, translating vague or incomplete client requests into clear, actionable design and print solutions.
- Provide visual direction on layout, hierarchy, sizing, paper stock, and messaging to elevate clarity, brand alignment, and overall effectiveness.
- Design and produce branded content—including posters, signage, business cards, brochures, and event materials—with consistent color accuracy and high-quality output.
- Redesign or correct client-provided artwork, improving readability, hierarchy, and professional polish.
- Troubleshoot creative and technical issues with misformatted or incomplete files to keep projects on schedule.
- Manage high-volume, quick-turn workflows across multiple departments while maintaining accuracy, brand fidelity, and strong client communication.
- Build repeat client relationships through dependable execution, proactive guidance, and polished final deliverables.

Copy & Print Associate- Staples

Kentwood, MI | Feb 2023 – Dec 2024

Print & Tech Service Provider- Officemax

Kentwood, MI | Dec 2022 – Oct 2022