

Jacque Edwards

Jacque is the Brand Manager here at Lakeshore Advantage, joining the team in 2022. Jacque serves as the marketing and graphic design lead for all internal and external projects at Lakeshore Advantage. Her responsibilities also include strategy planning and content creation.

Prior to joining the team, Jacque was a Marketing Designer & Branding Specialist for industry in Northeast Michigan. In that role Jacque developed, coached, and nurtured a high-performing team that successfully executes sales-driving and brand-extending design campaigns. She established corporate brand standards, built, and improved upon internal processes, and directed overall strategic vision.

Jacque has a bachelor's degree in Graphic Design from Ferris State University. Jacque has a passion for conservation and spends her spare time outside exploring the waterways and landscapes of this great state of Michigan. She recently completed an expedition of diving all five Great Lakes in 24-hours with a group of 14 women.



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