

Jessie Garrett Creative Director | Graphic Designer | Social Media | Web

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Experience Luna Shark Media Creative Director of Social Media, Website, Brand

Daily social media responsibilities include: design and development of all social graphics, templates and strategies to support growth and participation, community management and engagement, post ideation and content creation, video design and editing, audio clipping, photo direction, copywriting, cross-sharing, post coordination with media teams on CTA's, collaborations, new product launches, and maintained brand identity for three separate brands. Exhibited initiative, support, education and leadership amongst creative staff and led a small media team.

Developed print and digital media marketing materials, event signage, merchandise design, etc. Took charge of website design, web graphics, and web management. Created assets for book launch initiatives with HarperCollins. Notable accomplishments: Grew the brand from 10k followers to 44k followers organically (with 1 million downloads). Got an r/t from fan Sheryl Crow who became a guest on the podcast. Helped launch a podcast that went to #1 on Apple charts for the first 3 days. Helped raise tens of thousands of dollars for charity through merchandise design. Clients book made it to the top audible charts as a result of pre-sales push.

Remote, Contractor | June 2022 – April 2024

SelectBlinds.com Web Designer

Production of digital assets for B2C company website; product image retouching, color correction, image compositing, image optimization, maintenance of digital libraries, and uploads to web server. UI design solutions include; research, creating concepts using UI elements, provide art direction to developers, manage project development, QA testing of UI intuitiveness and responsiveness. Designed and helped launch 'Details' section that affected all product pages.

Tempe, AZ Full-Time Employee | January 2020 – March 2021

Femtelligence LLC President

Responsible for creating a high volume of digital assets and creative social content for clients in different spaces. Improve brand awareness and identity through compelling, informative, and comprehensive visuals; presentations, documents, marketing materials, graphics, etc. Utilizing the latest digital marketing tools and developing strategic solutions for better brand storytelling, improved UI/UX, innovative workflow implementation across platforms, brand pages, and social media channels.

Remote, Freelancer | April 2016 – January 2020

Current Marketing (Weber Shandwick, IPG) Design, Photography, Social Media

Responsible for designing pitch deck presentations and an array of creative content including social media content creation and original photography to supplement PR initiatives and marketing activations for top-tier clients such as: OMRON Global, Clorox (Glad Trash, GreenWorks, Burts Bees, Liquid Plumr, Kingsford Charcoal, Brita, Hidden Valley Ranch) Shamrock Farms (Rockin' Refuel), General Mills (Big G, Cereal Lovers, Lucky Charms), Müller Quaker Dairy (PepsiCo.), Mars (GoodnessKnows), Wilton Industries, Johnsonville, Champion and others.

Chicago, IL Full-Time Employee | May 2013 – April 2016

Qualifications	Skills	Software	Strategy	Language
	Presentation Design	Adobe Creative Suite	Conceptualization	Copy writing & Editing
	Template Styling	Microsoft Suite	Problem Solving	HTML & CSS
	Information Design	Google Suite	Innovation	
	Illustration	CRM Systems	Out-of-the-Box	Industries
	Website Design	Podcasting Solutions	Analysis	B2C, B2B
	UI Design	Scheduling Tools	UI Research & Testing	Consumer Goods
	Digital Asset Production	Document Management	Automation	Consumer Services
	Content Creation	Website Builders	Storytelling	Personal Services
	Photo/Image Editing	Ecommerce Solutions	Promotions	Healthcare & Wellness
	Video Editing	Email Marketing	Networking	Public Relations
	Photography	Project Management	Workflows	Events Services
	Marketing Collateral	Scheduling Tools	Procedure	E Learning
	Branding & Identity	Optimization Tools	Social Media	Fine Arts & Photography
	Package Design	Payment Transaction	Cloud-Based	Marketing & Advertising
	Page Layout Design	Social Media Apps	Engagement	Journalism & News Media
	Podcasting	AI Software	Artificial Intelligence	Law & Politics

Education Illinois Institute of Art – Chicago Visual Communications Program Graduated with a BFA in Graphic Design

Chicago, Illinois | August 2009 – September 2012