

JANA AVERY

CREATIVE FOR HIRE



PROFILE

I've had the pleasure of immersing myself in a number of the creative arts; graphic and web design, social media, video editing and podcasting to name a few. I love what I've learned and I do what I love. Now ...how do I do that for you?

PROFICIENCIES

Adobe Creative Suite; Photoshop, InDesign, Premiere, After Effects, Illustrator

Facebook, Facebook Ads Manager, YouTube, Twitter, Instagram, LinkedIn

Microsoft Office, WordPress, SharePoint, Hootsuite, SproutSocial

CONTACT

PHONE: 919-449-7985

EMAIL: janaavery@gmail.com

ACCOMPLISHMENTS

- **SE Raleigh Innovation Challenge**
SEPT 2017 - OCT 2017
Final Pitch Winner, 3rd place

- **LAUNCHRaleigh**
MARCH 2017 - APRIL 2017
Successfully Completed Business Essentials Course

EXPERIENCE

Graphic Designer Marbles Kids Museum

NOV 2019 - APRIL 2020

Maintain the Marbles brand while advancing the mission, programs and services through consistent, unique, imaginative, informative and playful design.

Create marketing collateral; logos, e-newsletters, promotional ads, web elements, brochures,, education materials and more.

Freelance Creative

JULY 2010 -

Provide design, social media management and marketing solutions for a wide range of clients

Provided creative consultation, branding solutions and growth via social media marketing

Created collateral; pitch decks, info graphics, branded images, branded videos, delivered 25+ websites for clients & more

Internal Communications Specialist Blue Cross Blue Shield NC

AUG 2014 - MAY 2015

Created and managed internal communications for HR business units and key stakeholders

Consulted senior leaders and key stakeholders on communication budgets, strategies and implementation

Created and published blogs, branded videos, web banners, email and print campaigns, presentations, social media content

Social Media Manager True Parallel

JAN 2012 - APRIL 2014

Managed social media and digital marketing for several clients. Acted as de facto Creative Director

Increased flagship client social media presence by refocusing messaging and targeted ad strategies

Provided creative for social media and email campaigns, print, web and application design