JASMINE ANN WILSON

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Detail-focused and flexible professional with extensive experience in various fields of design and marketing. Known for creating value-based relationships among co-workers and clients through quality communication skills and adapting with ease to new situations and ways of working. Strong work ethic ensuring a timely follow through on projects, producing quality results. Recognized for being personable, accountable, and a thought leader prioritizing teamwork and problem solving.

Web Designer/ Developer | Graphic Designer | UX/UI Designer | Social Media Content Creator/ Manager | Branding Specialist

EDUCATION

Bachelor of Science, International Business | Minor: French   **May 2021**
UNC Greensboro | GPA: 3.75
Accomplishments: Becky Ruhmann Levin Scholarship | France Study Abroad Experience (January 2020 – April 2020)

WORK EXPERIENCE

Spartan Branding – Greensboro, NC   **May 2019 – Current**
Marketing Support Specialist
  Graphic Design
  - Creates and edits graphics, brochures, and lead generators for internal and clientele projects using Adobe Creative Suites
  - Manipulates imagery using Adobe Photoshop
  Website Design and Development
  - Builds wireframes using Adobe XD
  - Assists in website design and development using WordPress
  Social Media Management
  - Manages social media sites including Facebook, Twitter, Instagram, and LinkedIn for multiple clients by engaging with their target audience and scheduling various content
  - Creates social media marketing strategies for B2B and B2C clientele
  - Schedules quarterly content through Sprout Social
  - Copywrites post captions while finding trending hashtags to support engagement
  Branding
  - Utilizes StoryBrand framework to provide clear brand messaging for clients

MARKETING/ MEDIA EXPERIENCE

JawWebsites.com   **January 2021 – Current**
Freelancer
  - Designed and developed a personal website using WordPress
  - Creates clientele websites
  - Maintains optimal level of sites through the cPanel
  - Builds wireframes to aid visual process
  - Provides search engine optimization

X-Culture – UNC Greensboro   **August 2018 – December 2018**
Team Leader
  - Collaborated with an international team to create a business plan expanding a company into international markets
  - Managed several key project pieces including logo design, marketing campaign, project footprint, and search engine optimization
  - Served as informal leader for the team by coordinating meetings, delegating responsibilities, and finalizing report
  - Recognized for high score in Cross-Cultural Teamwork across other program participants

Filipino American Student Association – UNC Greensboro   **August 2017 – May 2018**
Media Chair
- ▪ Provided and created original graphics based on specific needs for a diverse organization
- ▪ Updated social media accounts (Facebook, Instagram, Twitter) weekly to coincide with current and future events
- ▪ Managed campus and community events through flyers and social media using Adobe Photoshop and InDesign
- ▪ Communicated with events chairs and other team members to convey their vision

EXTRACURRICULAR ACTIVITIES

Portfolio Development	UX/UI Design	**November 2020 – Present**
Member	French Language Wednesday Meetup Group	**October 2020 – Present**
Volunteer	Out of the Garden Project	**October 2019 – Present**
Member	Alpha Lambda Delta	**January 2018 – Present**
Member	National Society of Collegiate Scholars	**January 2018 – Present**

SKILLS & CERTIFICATION

Design: Adobe Creative Suites (Photoshop, Illustrator, InDesign, XD, Premiere Pro) | Divi Builder in Wordpress | Figma
Computer: Microsoft Office, Excel, and PowerPoint
Language: Intermediate Korean and French (C1)
Marketing: Copywriting, Business Speaking

Certifications:

Divi WooCommerce Course Issuing authority: JoshHall.Co	**Issued date Feb 2021 (No Expiration Date)**
Website Design Course Issuing authority: JoshHall.Co	**Issued date Feb 2021 (No Expiration Date)**
cPanel Course Issuing authority: JoshHall.Co	**Issued date Feb 2021 (No Expiration Date)**
User Experience Design Fundamentals Issuing authority: Udemy	**Issued date Jan 2021 (No Expiration Date)**
Social Media Issuing authority: HubSpot	**Issued Jul 2019 (Expires Aug 2021)**
Microsoft Excel 2016 Introductory Issuing authority: MyITLab	**Issued date Nov 2017 (No Expiration Date)**