



JESSICA GHAZI

MARKETING DESIGNER

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EDUCATION

Marymount University
2008-2012
B.A. Graphic Design

The Skopelos Foundation for the Arts
June 2011-July 2011
Fine Art Study

The Interaction Design Foundation
November 2018-Present
Certificate Design Thinking *in progress*
Certificate UX Design *in progress*

LEADERSHIP

Design Lead
NARI Metro DC Marketing Task Force
December 2018-Present

Art Director
Marymount University BlueInk
September 2011-May 2012

Vice President
Marymount University Graphic Design Club
August 2009-May 2012

TOOLS

Adobe Creative Suite
Microsoft Office
Wordpress CMS
Constant Contact
HTML/Basic Coding

SKILLS

Creativity and Ideation
Visual Communication
Project Management
Print and Digital Marketing
Social Media and Networking
Research and Planning
Printing Process

EXPERIENCE

Marketing Coordinator & Designer

Tart Lumber Company *July 2014-Present*

- Led design development and execution of a variety of print and web projects.
- Collaborated with marketing team to design and create visual content for social media and email use.
- Managed social media channels ensuring a unified brand presence and increased follower engagement.
- Web and print content writing and editing.
- Spearheaded company website redesign with external agency and managed project timeline.
- Maintained company website through back-end CMS.
- Designed email promotions and marketing campaigns.
- Cultivated Tart Lumber's relationship with industry representatives and customers by assisting in event planning and representing the company.

Freelance Graphic Design

NARI Metro DC *November 2015-Present*

- Delivered branded content to support business development and internal communications.
- Proposed and implemented innovative solutions to increase website usability.
- Designed event packages.

Freelance Graphic Design

BeFit4Akhira *2016-2018*

- Developed logo and branding design.
- Produced mobile app prototype.
- Re-designed fitness calendar and illustrated graphics.
- Performed photography touch-ups.

AWARDS

Sr. Gabrielle Berg Memorial Award

In recognition of excellence in graphic design.
Marymount University 2012