



**Jacob Graczyk**  
Digital Designer  
ALDEN, NY

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<https://jacobgraczyk.github.io/portfolio/>

## About

I am a graduate of Buffalo State College with a B.F.A. in Communication (Graphic) Design. In my career I have grown my knowledge base in digital marketing, data manipulation, and web development in order to successfully deliver digital content on a variety of E-commerce platforms.

## Experience

### Imperial Textile

Digital Marketing Associate

AUGUST 2018 - PRESENT, BUFFALO, NY

- Enter data into E-commerce platforms and Business Management Software
- Take, edit, and source product photography
- Edit open-source lifestyle images to use as marketing collateral
- Design and schedule marketing emails
- Automate workflow with SQL queries, Google Sheets, and Google Apps Scripts
- Design and develop landing pages, and edit E-commerce theme code files

Digital Marketing Assistant

JANUARY 2017 - JULY 2018, BUFFALO, NY

- Enter data into E-commerce platforms and Business Management Software
- Take, edit, and source product photography

Production Artist

SEPTEMBER 2016 - DECEMBER 2016, BUFFALO, NY

- Create pre-production vector art proofs

## Education

### State University of New York College at Buffalo

Bachelor of Fine Arts in Communication (Graphic) Design

SEPTEMBER 2013 - MAY 2016, BUFFALO, NY

### Genesee Community College

Course Work in Digital Arts

SEPTEMBER 2011 - MAY 2013, BATAVIA, NY

## Technology

Adobe Creative Suite including Photoshop and Illustrator, Affinity Photo and Designer, HTML5, CSS3/Sass, Bootstrap, Javascript, React, GitHub, Magento, BigCommerce, Shopify, NetSuite, SQL Queries, Amazon Seller Central, eBay, Walmart, Etsy, Microsoft Office, Google Drive, Spreadsheet Functions, Google Analytics, Google Apps Scripts, Mac and Windows platforms