JESSA FAYER

SUMMARY

Results-driven creative professional with expertise in project management, advertising, and digital media. Proficient in Figma with a strong background in film, photography, and digital art. Skilled at coordinating cross-functional teams to enhance user engagement and successfully deliver projects on time and within budget. Committed to data analytics and improving user experience through effective communication and problem-solving.

EXPERIENCE

Co-Founder & UX Designer
MindGrasp | College Park, MD | December 2021 - April 2023

- Co-founded and led the development of an AI-driven educational app, coding in Java, C++, HTML, and Python for robust performance
- Designed the company logo and website layout using Figma, enhancing brand identity and user experience
- Directed digital marketing strategies, increasing user engagement by 50% within six months
- Incorporated data analytics for performance monitoring, enabling effective data-driven decision-making
- Identified process improvements and built relationships with key customers, vendors, and partners.

Head Of Website Development & Social Media Marketing
European Home Improvement | May 2020

- Developed the corporate website from scratch using Python, HTML, Java, and C++, leading to a 40% increase in user engagement
- Integrated advanced data tracking and analytics for real-time reporting, enhancing data-driven decision-making
- Managed social media campaigns, using data analytics to boost marketing efficacy by 35%
- Monitored company-wide performance data, providing insights to optimize strategic decisions and accounting processes.

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/jessa-fayer-275839281
- https://jessafay.github.io/
- https://jessaprojects.netlify.app/

HIGHLIGHTED PROJECTS

- **Productivity Gamification App**: Led a team to develop a productivity app with gamification elements, enhancing user study habits and increasing retention rates by 25%.
- **Electric Vehicles Landscape Analysis**: Conducted market analysis and provided strategic insights for national marketing strategies in the EV sector.
- **Stress Management App**: Developed a prototype app integrated with health monitoring devices, leveraging data to improve user well-being.

CONTACT

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SKILLS

- Cybersecurity Awareness
- Data Analytics & Visualization
- Client Relationship Management
- Content Creation & Design
- Social Media Strategy
- Technical Communication
- Software & Tools
- Programming Languages
- Industry Knowledge

EDUCATION

Bachelor of Information Science
Data Analytics
University of Maryland, College Park, MD
Expected in September 2024

Template ⌄   Formatting ⌄   Color