

# Jiawei Gee, Designer

## Digital Marketing Studio, Design Lead

2023 - 2025 | Remote

- Lead website development, SEO optimization, and marketing campaigns for photography businesses, driving conversion growth and online visibility.
- Managed end-to-end client needs, including promotional video production, CRM setup, and troubleshooting technical issues across web and mobile platforms.
- Implemented and managed internal automations and pipelines to improve operational efficiency.

## Movieweb, Freelance Photo Editor

2022 - 2023 | Remote

- Directed visual content creation for Movieweb.com, including YouTube thumbnails and marketing accross social media platforms to enhancing brand appeal accross digital channels and engage followers.
- Collaborated with editors to conceptualize and execute design strategies aligned with Valnet brand goals.

## Queensboro Shirt Co, Marketing Designer

2021 - 2022 | Wilmington, NC

- Designed and executed marketing materials, including web banners, social media content, and print materials.
- Led photography and videography for company events and internal newsletters, ensuring cohesive visual storytelling.

## Freelance, Designer

2019 - | Remote

- Launched multiple client centered projects ranging from logo design to poster and web design.

## jiaweigee.com

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## Education

### Appalachian State University

2016 - 2020 | Bachelor of Fine Arts -  
Graphic Design

Minor - Sales

## Skills

Branding

Photography

Videography

Video Editing

Web Design

User Research

UI Design

UX Design

SEO Optimization

Google Tag Manager

Google Ads

Automation integrations

CRM management

## Tools

Illustrator

Photoshop

InDesign

After Effects

Lightroom

HTML & CSS

MarketSurge

ActiveCampaign

Typeform

GoHighLevel

Canva

Capcut

Wordpress

Webflow

Squarespace

Showit