

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 - Present | 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