




CHERYL JU

GRAPHIC DESIGNER

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 www.cherylju.com

EDUCATION

UNIVERSITY OF FLORIDA

Master of Arts, Mass Communication
with a specialization in Web Design
Class of 2022 (expected) | 4.0 GPA

CABRINI COLLEGE

Bachelor of Arts, Graphic Design
Class of 2014 | 3.75 GPA

CERTIFICATES & AWARDS

Web Development Certificate | 2015
from Delaware County
Community College

Magna Cum Laude | 2014
from Cabrini College

SKILLS

PRINT/GRAPHIC DESIGN

- Adobe Photoshop
- Adobe Illustrator
- * Adobe InDesign

WEB DESIGN SKILLS

- HTML
- CSS
- JavaScript

VIDEO PRODUCTION & PHOTOGRAPHY SKILLS

- Adobe Premiere
- Adobe Lightroom
- * iMovie
- Livestreaming with Boxcast
- Photography
- Videography

COMMUNICATION

- Computer Skills
- * Customer Service
- Email Newsletters with MailChimp
- Microsoft Office Suite
- Social Media Management

KEY

- Novice
- Intermediate
- Advanced
- * Expert

WORK EXPERIENCE

DIGITAL AND CREATIVE CONTENT SPECIALIST | April 2019 - Present

Bryn Mawr Presbyterian Church - Bryn Mawr, PA

- + Maintains and updates website using the Joomla platform on a weekly basis
- + Designs and edits weekly bulletin for Sunday services with Adobe InDesign
- + Using MailChimp, creates weekly email blasts that go out to congregants
- + Manages social media pages including Facebook, Twitter, and Instagram
- + Designs the yearly Annual Report and quarterly magazine, *The Messenger*
- + Develops all internal and external design projects such as flyers, brochures, postcards, booklets, and more.

PROJECT MANAGER & GRAPHIC DESIGNER | June 2015 - April 2019

ElectroMenu - Aston, PA

- + Designed and executed digital menus to be displayed in storefront
- + Collaborated with multiple customers from start to finish on design
- + Assisted in technical system training and installation of products
- + Built social media platform on Facebook, Twitter, and Instagram for business
- + Improved marketing materials for in-house and external events

CUSTOMER SERVICE REPRESENTATIVE | June 2006 - July 2018

Acme Markets - Media, PA

- + Managed the front end cashiers and handled any disputes from customers
- + Provided a positive customer experience with friendly and courteous service
- + Handled hundreds of dollars on a daily basis
- + Supported the scan team with changing price tags on a weekly basis
- + Stocked numerous amounts of products on the shelves with great accuracy
- + Answer and direct phone calls, taking detailed messages when necessary

ASSISTANT & GRAPHIC DESIGNER | December 2014 - May 2015

Berkshire Hathaway - Wayne, PA

- + Supported real estate agents with documents from clients
- + Developed brochures and pamphlets for open houses and mailings
- + Sent out weekly emails to clients and potential customers using Constant Contact

GRAPHIC DESIGNER | August 2013 - December 2014

Virtual Assistant Amanda - Remote

- + Collaborated with employees to design brochures, booklets, and social graphics for clients
- + Answered questions via phone calls and emails to clients on a daily basis

GRAPHIC DESIGN INTERNSHIP | January 2014 - May 2014

Cabrini College - Radnor, PA

- + Developed skills in Graphic Design alongside the Communications Department
- + Designed commencement pamphlet and layouts for *Cabrini Magazine*
- + Updated templates with current information