



Jenna Howard

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www.jmhoward.design

SCHOOL

MASS COMM.
Bachelor of Arts

GCSU
Milledgeville
2011-2015

SKILLS

Adobe Suite
Branding
Content Writing
Digital Signage Software
Email Marketing
Google Analytics
Product Photography
Script Writing
Social Media
Task Management
Vector Graphics
Videography
Web Design

EXPERIENCE

GRAPHIC DESIGNER Freelance

Oct 2019 – Present

- Constructing new webpages, presentations, and other projects for online clients
- Overhauling client branding to include cleaner logos, color schemes, etc.
- Templating frequently used web pages for ease-of-use

PROJECT MANAGER Third Wave Digital

July 2018 – Oct 2019

- Administered projects for national and small business campaigns
- Executed complex digital communications on behalf of key clients (i.e. 7-Eleven)
- Client liaison with 3rd party vendors GSP, Adflow, NCR, GSTV (Verifone)
- Managed creative assets and communicating creative requirements
- Created new campaigns to ensure content hits >200 stores
- Responded to weekly changes and marketing decisions
- Maintained a written and visual matrix of both content and format variations for menus boards across all regions, store types, and day parts
- Web supported client sites that netted +2 million views.

DIGITAL SALES SPECIALIST 13WMAZ TEGNA

Sept 2017 – July 2018

- Designed sites for local/national businesses (netted 3k+ events, 29k+ views)
- Ran seasonal Facebook campaigns in-house that brought 31k+ clicks
- Built and maintained advertisers news tickers for broadcast
- Monitored creative quality control across the digital department
- Assisted sales team in meeting their quarterly goals
- Controlled in-house creative production to reduce outsourcing

CREATIVE DIRECTOR KEYBAR

Jan 2016– Sep 2017

- Supervised marketing, graphics, and advertising for website, social, and print
- Created, directed, and edited instructional and promotional videos
- Revamped website with updated high-quality, consistent, on-brand imaging
- Pioneered the use of Facebook advertising (netted \$41,k+ in the first quarter)
- Drove social media strategy, customer relations, and account moderation