



Graphic Design + Marketing Specialist

# Jenna Howard

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## Profile

With 10 years in digital & traditional design, I specialize in turning ideas into powerful visual content. My expertise includes brand awareness, visual storytelling, graphic design, & client engagement. I've served a range of clients, ensuring each brand's voice resonates with their target.

## Skills

- PowerPoint
- MailChimp
- Facebook
- Google Ads + Analytics
- FIGMA
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro

## Employment

### 2020 - now Marketing Specialist at SPINEN

Collaborated with internal & client teams to craft visual designs for marketing materials and digital campaigns. Produced email campaigns that generated over \$30k in revenue. Managed social media & client engagement. Ensured brand consistency.

### 2019 - now Freelance Graphic Designer

Overhauled client branding & content planning. Developed & maintained client websites, Google Business pages, & social media accounts. Started mailing list for customer newsletters. Produced brochures, emails, menus, product photography, signage, & digital advertising. Reported & presented client analytics.

### 2018 - 2019 Project Manager at Third Wave Digital

Administered projects for national & small business campaigns. Executed complex digital communications on behalf of key clients (e.g. 7-Eleven) including 3rd party vendors. Maintained a visual matrix of both content & format variations for menu boards across region, store types, & times of day for >200 stores.

## Education

### 2011 - 2015 Georgia College & State University

Bachelor of Arts in Mass Communication