



Graphic Design + Marketing Specialist

Jenna Howard

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Profile

I specialize in turning ideas into powerful visual content. My expertise includes graphic design & digital media. I've served clients in a range of sectors, ensuring each brand's voice resonates.

Employment

2019 - now Freelance at J.Howard Design

Designed brand identities, color schemes, & logos. Constructed print assets like brochures & signage. Planned, shot, edited, & implemented photo/video projects. Created & maintained client website, Google Business pages, email mailing lists, & social media accounts. Generated digital & print ads, as well as product photography & video. Reported client analytics.

2020 - 2024 Marketing Specialist at SPINEN

Translated ideas into concrete design for external clients & internal staff. Developed promotional marketing materials & internal training presentations. Managed social media pages, email campaigns, & client interaction. Implemented digital ads & newsletters.

2018 - 2019 Project Manager at Third Wave Digital

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. Managed production team.

2017 - 2018 Digital Sales Specialist at 13WMAZ

Streamlined design process by producing client requests in-house for projects included billing forms, commercials, emails, landing pages, logos, maps, news tickers, .PDFs, product listings & social media content.

2016 - 2017 Creative Director at KeyBar

Manufactured custom artwork for an average of 100 customers a month while maintaining high customer satisfaction & retention rates. Oversaw marketing campaigns for both traditional & digital mediums. Made assets like business cards, stickers, car wraps, company videos, social content, & Kickstarter campaigns.

Education

2011 - 2015 Georgia College & State University

Bachelor of Arts in Mass Communication, Internships at WGUR & GC360

Skills

Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Facebook, Figma, Google Business & Ads, Instagram, Mailchimp, Microsoft Excel, Microsoft PowerPoint, Wix, Wordpress