



Graphic Design + Marketing Specialist

# Jenna Howard

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## Profile

With 10 years in digital & traditional marketing, I specialize in turning ideas into powerful visual content. My expertise includes branding, strategy, graphic design, photography, and SEO. I've served a range of client sectors, ensuring each brand's voice resonates with their target audience.

## Skills

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

## Employment

### 2020 - now Marketing Specialist at SPINEN

Translated ideas into concrete design for external clients & internal staff. Developed promotional materials including brochures, clothing, manuals, pens, PowerPoints, and signage. Managed social media pages & client interaction. Implemented digital ads that reached >30k people & newsletters that earned >\$30k in revenue.

### 2019 - now Freelance Graphic Designer

Overhauled client branding & content planning. Designed, developed, and maintained client websites, Google Business pages, & social media accounts. Started mailing list for customer newsletters. Produced brochures, menus, photo shoots, signage, & digital advertising. Reported 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