

# JESSICA LEE FINLAYSON

📍 Philadelphia, PA

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## EXPERIENCE

### CONNIE CARES

*Nov. 2017 - Present*

### CUSTOMER SERVICE REPRESENTATIVE

Responsible for new patient input, customer satisfaction follow-up calls, the maintaining of the client database, and creation of marketing content.

### HZDG

*May 2018 - Aug. 2018*

### GRAPHIC DESIGN INTERN

Worked with a team of designers, copywriters, and strategy members to create unique content for clients. Projects included; branding for professional sports teams, high end apartment buildings, and internal marketing material.

### MOVIN' ON

*Aug. 2017 - May. 2018*

*May. 2018 - Dec. 2018*

### CREATIVE DIRECTOR, GRAPHIC DESIGNER & PHOTOGRAPHER

Collaborated with a team of photographers, videographers, and designers to create and capture memorable marketing material for the festival. Participated in weekly executive board meetings where the lineup, theme, and events were planned to promote the festival. In charge of overseeing the creative team and holding separate bi-weekly meetings to go over goals with the creative team and CORE members.

### PSU FOOTBALL

*Aug. 2017 - May. 2018*

### GRAPHIC DESIGN INTERN

Collaborated with a team of designers to create marketing content for the Penn State Football Team. Projects included; player profiles for game-day, social media posts, and marketing material for patrons and new recruits.

### NAPCO MEDIA

*May 2017 - Aug. 2017*

### DESIGN INTERN

Created uniquely designed and coded content for various clients. Projects included; coded email templates, magazine layouts, and internal marketing materials.

### GRUB HUB/ORDER UP

*Aug. 2015 - Aug. 2016*

### GRAPHIC DESIGNER

Created all of the marketing content for the State College branch of the company. Projects included; social media posts, fliers, and billboards. I also attended and assisted in working promotional events on campus and the downtown areas.

### PSU THON

*Aug. 2015 - May 2016*

*Aug. 2017 - May 2018*

### PHOTOGRAPHER

Collaborate with a team of photographers to cover THON weekend and all preceding events. Captured images were then used for promotional items such as; social media posts, internal marketing, patron packages, billboards, and more.

### CASA CASALE

*May 2016 - Aug. 2016*

### CUSTOMER SERVICE REPRESENTATIVE/BARISTA

Assisted a family run Italian specialty store as a customer service representative and a barista. My responsibilities included; creating unique displays, assisting in new product demonstrations, promoting membership programs while at the checkout counter, and working as a barista at the store's café.

### HARVEY CEDARS

*May 2011 - Aug. 2014*

### FRONT OF HOUSE SUPERVISOR

Created schedules for servers, oversaw the kitchen, dish room, and serving staff during meal times and prep, and handled all guest dietary concerns and issues.

## EDUCATION

### THE PENNSYLVANIA STATE UNIVERSITY

*Aug. 2015 - Dec. 2018* | Graphic Design & Photography

### LIBERTY UNIVERSITY

*Aug. 2014 - May 2015* | Graphic Design

## SKILLS

*Adobe Creative Suite, Microsoft Office, HTML&CSS coding, digital and film, photography, social media, scheduling, customer service, experience in high volume environment, conflict resolution, management, money handling, food preparation and safety knowledge, coffee knowledge, and proficient in Spanish.*