

# JESSICA FINLAYSON

📍 Philadelphia, PA

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## EXPERIENCE

### CONNIE CARES

Nov. 2017 - Present

### CUSTOMER SERVICE REPRESENTATIVE

Responsible for the delivery and demonstration of compression pumps in the Greater Philadelphia Area, the design of all marketing materials, and data entry for incoming orders.

### HZDG

May 2018 - Aug. 2018

### GRAPHIC DESIGN INTERN

Worked with a team of designers and copywriters 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

Managed and collaborated with a hand-picked team of photographers, videographers, and designers to create and capture memorable content to promote both the fall and spring music festivals. Attended weekly executive board meetings where the yearly line-up, events, and festival logistics were discussed and planned.

### 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

Assisted in designing and coding content for various clients throughout the Greater Philadelphia Area. Projects included; coded email templates, magazine layouts, and internal marketing materials.

### GRUB HUB/ORDER UP

Aug. 2015 - Aug. 2016

### GRAPHIC DESIGNER

Designed all marketing content for the State College branch. Projects included; social media posts, fliers, and billboards. Attended and assisted in working promotional events on and off campus.

### PSU THON

Aug. 2015 - May 2016

Aug. 2017 - May 2018

### PHOTOGRAPHER

Collaborated 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.

## EDUCATION

### UNIVERSITY OF PENNSYLVANIA

Jun. 2019 - Sept. 2019 | Coding Boot Camp

### THE PENNSYLVANIA STATE UNIVERSITY

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

## SKILLS

Adobe Creative Suite, HTML, CSS, JavaScript, jQuery, Node.js, ES6, React.js, MySQL, MongoDB, Express, Handlebars, Firebase, Git, Bootstrap, Heroku, Digital & Film Photography, Studio Lighting, Microsoft Office, Social Media Management, and Proficient in Spanish.