

# JESSICA LEE FINLAYSON

📍 Philadelphia, PA 📞 (M) 267-221-9998 ✉ jlfayson4@gmail.com

## EXPERIENCE

### CONNIE CARES

Nov. 2017 - Present

### CUSTOMER SERVICE REPRESENTATIVE

Responsible for updating and maintaining the patient database, designing marketing materials, and the delivery and demonstration of compression pumps to local patients.

### 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 lineup, 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. I also 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

Penn LPS Coding Bootcamp

### THE PENNSYLVANIA STATE UNIVERSITY

Aug. 2015 - Dec. 2018

Graphic Design & Photography

### LIBERTY UNIVERSITY

Aug. 2014 - May 2015

Graphic Design

## SKILLS

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

## EDUCATION

### UNIVERSITY OF PENNSYLVANIA

Penn LPS Coding Boot Camp

## EXPERIENCE

### CUSTOMER SERVICE REPRESENTATIVE

**CONNIE CARES** *Nov. 2017 - Present*

Responsible for updating and maintaining the patient database, designing marketing materials, and the delivery and demonstration of compression pumps to local patients.

### GRAPHIC DESIGN INTERN

**HZDG** *May 2018 - Aug. 2018*

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.

### CREATIVE DIRECTOR & PHOTOGRAPHER

**MOVIN' ON** *Aug. 2017 - Dec. 2018*

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.

### GRAPHIC DESIGN INTERN

**PSU FOOTBALL** *Aug. 2017 - May. 2018*

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.

### DESIGN INTERN

**NAPCO MEDIA** *May 2017 - Aug. 2017*

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.

### GRAPHIC DESIGNER

**GRUB HUB/ORDER UP** *Aug. 2015 - Aug. 2016*

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

### PHOTOGRAPHER

**PSU THON** *Aug. 2015 - May 2016 | Aug. 2017 - May 2018*

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.