

Professional Experience

Marketing Graphic Designer

BrightEdge Marketing | New York, NY | April 2018 - Present

- Designed digital advertisements and social media content, increasing brand engagement by 40%
- Developed email marketing visuals that contributed to a 20% increase in click-through rates
- Create branding and promotional materials for major product launches

Graphic Designer – Marketing & Advertising

Visionary Media Group | New York, NY | June 2016 - March 2018

- Designed marketing collateral, including brochures, flyers, and banner ads
- Worked closely with copywriters and marketing teams to create visually cohesive campaigns
- Developed infographics that improved customer engagement on social media

Education

● Bachelor of Arts in Graphic Design (B.A.)

Parsons School of Design | 2016

Certifications

● Adobe Certified Expert (ACE) – Photoshop

2017

● Google Digital Marketing Certification

2020



Jessica
Adams

Marketing Graphic
Designer

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Portfolio

Creative and Results-Driven Marketing Graphic Designer

Detail-oriented marketing graphic designer with eight years of experience developing compelling visual content for digital and print marketing campaigns. Adept at designing high-converting graphics for social media, email marketing, and advertising. Passionate about combining creative design with strategic marketing to boost brand engagement and conversion rates.

Key Skills

- Digital and print marketing design
- Adobe Creative Suite
- Social media graphics
- Email marketing campaigns
- Branding and visual storytelling
- Motion graphics and video editing