

Jasmin Dixon

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Education

BFA in Studio Art, Concentration in New Media & Design | Minor: Psychology May 2021
University of North Carolina at Greensboro (Greensboro, NC)

Work Experience

Black Girl Digital — New York, NY (remote) January 2022 - November 2023

Graphic Designer/ Web Designer September 2023 - November 2023

- Collaborated with the CEO to create branding assets for an online academy aimed at helping content creators in the marketing industry.
- Collaborated with the CEO to create various websites and marketing materials for company events that adhere to new branding guidelines.
- Pitched and designed various social media templates and branding assets for Black Girl Digital's 2023-2024 rebranding campaign.

Brand Partnerships Insights Manager September 2022 - August 2023

- Created and managed project timelines to ensure that all influencer marketing campaigns were delivered on time, within scope, and budget.
- Collaborated with the Brand Partnerships team to capture live influencer marketing campaigns to ensure that all deliverables were posted accurately and on time.
- Collaborated with the Brand Partnerships Supervisor in creating campaign reports to assess a campaign's performance compared to its projected performance.

Graphic Design/Marketing Intern January 2022 - September 2022

- Collaborated with the social media team to produce various content for the company's social media to improve monthly engagement metrics.
- Collaborated with the social media team and the CEO in creating new content ideas that aimed to keep Black Girl Digital on trend with fellow marketing agencies.
- Pitched and designed various social media templates and branding assets for Black Girl Digital's 2022-2023 rebranding campaign.

University of North Carolina at Greensboro — Greensboro, NC August 2019 - May 2021

Graphic Designer - UNCG Campus & Activities Programs GFX Office August 2020- May 2021

- Designed event graphics for various on-campus student groups to boost their online presence across their various social platforms.
- Collaborated with a team of 4 design interns to create social media marketing material for the GFX office.
- Pitched and designed social media posts for a future Instagram takeover series to reintroduce the campus's 20+ student groups.

Digital Art Studio Lab Assistant - UNCG School of Art August 2019- May 2021

- Performed demonstrations on the lab's Epson scanners and large-format Epson printers to improve students' understanding of the equipment.
- Managed the checkout process of the lab's 28 cameras, camcorders, and voice recorders while also educating students on the equipment's functions.
- Ensured all 6 lab computers were updated with the latest Adobe software to minimize student application failures.

Skills & Certifications

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Autodesk Maya | Canva | Website Building (Wix, WordPress, Squarespace) | Procreate | Figma

Computer: Microsoft Office (Word, PowerPoint) | Google Suites (Sheets, Slides, Forms)

Marketing: HubSpot | MailChimp

Certifications: Google Analytics Individual Qualification; Issued February 2022 (Expires February 2025)