



JESSICA DAVIS

GRAPHIC DESIGN • MARKETING • COPYWRITING

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EDUCATION

Albright College (Reading, PA)

Bachelor of Digital Studio Art

Minor in English Language and Literature

SKILLS

Adaptability

Creative Thinking

Teaching

Communication

Detail Oriented

Versatility

Collaboration

Presentations

Video/Photo Editing

EXPERIENCE

Max Broock Realtors

Marketing & Multimedia Content Designer (Feb 2025 - Jun 2026)

Guide office of 30+ real estate agents in personalized marketing decisions. Design marketing materials consistent with company image and state regulations such as postcards, flyers, business cards, and more. Develop social media presence and promotional efforts for the office, as well as create social media graphics and posts for individual agents. Train agents on company marketing applications, software, and on general social media use and strategies. Created lecture presentation to be displayed during company-wide convention to class of 150 attendees during first week of employment.

Halo Programs

Graphic Designer (Mar 2022 - Jan 2025)

Create postcards, calendars, and other print materials for online store and marketing enrollment programs. Utilize Adobe InDesign, XMPie, and HTML for creating emails, newsletters, and eCards for online marketing programs of over 7,000 participants on average. Update customer print designs, PowerPoint presentations, account logos, and more for clients such as Real Estate One, Century 21 Real Estate, and Ebby Halliday. Write memorable and informative content for published blogs, press releases, and articles used on marketing materials as a copywriter.

FASTSIGNS

Graphic Designer and Production Specialist (Dec 2020 - Mar 2022)

Design branding and marketing solutions for customer advertising and personal signage needs. Produce and assemble products including yard signs, vinyl decals, vehicle magnets, and more. Assist in the application and on-site installation of signage and designed materials. Manage customer orders and production time, as well as serve customers directly.

Oakland Community College

Adjunct Professor of Graphic Design (Aug 2019 - Dec 2020)

Instruct students in Adobe software programs and the application of graphic design for print and digital design. Assign digital and traditional exercises and projects to assess student's understanding of Adobe programs and graphic design concepts. Lecture using both self-created and edited lesson plans to classrooms of up to 25 students both in-person and online (due to COVID-19).

PROFICIENCIES

Adobe Acrobat

Adobe Photoshop

Google Suite

XMPie uCreate

Adobe AfterEffects

Adobe Premiere

MailChimp

XMPie uProduce

Adobe Illustrator

Canva

Microsoft Office Suite

XMPie uStore

Adobe InDesign

Dropbox

Stripo