

Allie Jones

Graphic Designer & Project Manager

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PROFESSIONAL STATEMENT

Creative and detail-oriented professional with 7 years of experience in Adobe Illustrator, Photoshop, Lightroom, After Effects, and Microsoft applications. Currently a Graphic Designer and Project Manager, skilled in managing multiple projects, meeting tight deadlines, and creating high-quality visual assets. Experienced in leading software training sessions and co-managing social media content to enhance brand visibility. Seeking an opportunity to apply my technical expertise, creativity, and collaborative approach in a dynamic organization.

WORK EXPERIENCE

September 2021- Current College Concepts

- Produce and replicate licensed artwork for more than 400 teams nationwide, ensuring brand accuracy, compliance with licensing standards, and timely delivery. Manage ongoing licensing updates across all product lines.
- Design original graphics and unique visual assets for seasonal apparel collections, including Spring and Fall lines, aligning creative concepts with brand identity and market trends.
- Oversee multiple concurrent projects by coordinating workloads, establishing and enforcing deadlines, and supporting team members to maintain efficient production workflows.
- Co-manage company social media accounts by planning, creating, and scheduling content across multiple platforms. Develop visually engaging posts using Canva to support brand growth and audience engagement.
- Proficient in SLS/LEAP licensing replication software; conducted multiple training sessions to onboard and up-skill employees on system tools and best practices.

May 2021- August 2021 Sweets By Portia

- Developed and designed marketing content for Instagram and Facebook, including promotional campaigns and strategic engagement initiatives. Successfully increased Instagram followers and overall viewership by 33% through consistent branding, targeted messaging, and data-driven content planning.

May 2019- August 2019 Polo Golf & Country Club

- Served as Front Desk Attendant and Marketing Relations Assistant, providing customer support while contributing to marketing initiatives. Created flyers, promotional materials, and digital content for the company's social media platforms and weekly newsletter to enhance communication and brand visibility.

EDUCATION

August 2017- May 2021 Georgia College & State University

Bachelor of Arts, Art
Concentration in Graphic Design
Minor in Marketing
Special Topics in Photography