

JESS BOAZ

DIGITAL MEDIA DESIGNER & MARKETING PROFESSIONAL

CONTACT

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EDUCATION

Bachelor of Applied Science

Digital Media

Florida State College
at Jacksonville
2024 - 2025 (expected)

Associate of Science

Digital Media

Florida State College
at Jacksonville
2023 - 2024

Technical Certificate

Graphic Design

Florida State College
at Jacksonville
2023 - 2024

SKILLS

Graphic Design | Marketing
| UX/UI Design | HTML/
CSS | Javascript | Branding
| Training | Writing/editing
| Photography | Motion
Graphics | Photoshop |
Illustrator | InDesign | After
Effects | Premiere Pro | Figma
| Canva | Wordpress | CRM

EXPERIENCE

DESIGN AND MARKETING MANAGER

Southern Belle Fabrics | Nov 2017 - Dec 2019 (2 Years, 1 Month)

- Developed and executed marketing strategies that contributed to an increase in revenue
- Supervised a marketing team of 10, improving project delivery times
- Produced marketing collateral including flyers, banners, and digital ads
- Created full branding package, including logo and visual assets

QUALITY CONTROL EDITOR

Web.com | Oct 2015 - Dec 2018 (3 Years, 2 Months)

- Trained 20+ employees in Adobe Creative Suite to increase efficiency
- Reviewed and edited 100+ client accounts across social media, ecommerce, and web platforms
- Edited HTML/CSS to align with UX/UI best practices
- Created standard operating procedures for auditing modifications

SOCIAL MEDIA SUPERVISOR

Web.com | July 2014 - Sept 2015 (1 Years, 2 Months)

- Trained and coached 10+ team members in marketing strategy
- Created high-performing call-to-action content that drove an increase in click-through rates
- Managed 50+ client social media accounts, scheduling and optimizing posts for peak performance

MODIFICATIONS SPECIALIST

Web.com | Sept 2010 - June 2014 (4 Years, 3 Months)

- Mentored 5+ junior employees on HTML/CSS and visual design best practices
- Delivered training on UX/UI principles that improved team design efficiency
- Created custom graphics for client websites to increase branding efforts
- Built ecommerce listings and configured product parameters