

Jess Boaz

Senior Creative & Digital Media Designer

Jacksonville, FL

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Creative and digital media designer working in mission-driven and civic spaces, with experience supporting campaigns, organizations, and public-facing initiatives. Background in visual storytelling and marketing, with an increasing focus on nonprofit and community leadership.

CORE STRENGTHS

Campaign storytelling | Visual identity | Marketing & communications | Public leadership | Collaboration

EXPERIENCE

Director of Marketing & Communications (Board Member)

50501 Northeast Florida | 2025 – Present

- Direct marketing, communications, creative, and public-facing strategy for a regional civic organization within a national movement
- Led organizational rebrand defining mission, visual identity, and messaging systems, maintaining consistency across all communications and campaigns
- Establish and maintain narrative frameworks and communication standards across campaigns, events, press, and digital platforms
- Serve as primary spokesperson and event emcee for large-scale civic actions, including No Kings Day events with 8,000+ attendees
- Lead media coordination and press relations, driving sustained local and national coverage

Design & Marketing Manager

Southern Belle Fabrics | 2017 – 2020

- Led marketing strategy and creative execution across print and digital channels, supporting revenue growth and brand visibility
- Managed and mentored a 10-person marketing team, improving workflow efficiency and on-time delivery
- Directed production of marketing collateral including digital ads, banners, and promotional materials
- Developed a complete brand identity system, including logo design and visual assets, to ensure consistency across platforms

Quality Control Editor

Web.com | 2015 – 2018

- Led quality assurance and review processes across web, ecommerce, and social media platforms for a high-volume client portfolio
- Served as subject-matter expert for website modification audits, bridging initial builds and post-launch customer updates
- Developed and documented standard operating procedures for modification audits, establishing a new workflow within the QC team
- Reviewed and refined HTML/CSS updates to align with UX/UI best practices and platform requirements

Social Media Strategist

Web.com | 2014 – 2015

- Created and optimized call-to-action content for client social media accounts, supporting engagement and performance goals
- Managed scheduling and publishing of social content across multiple client accounts in a high-volume production environment

Modifications Specialist (Tier 2 / Taskforce – Design & Web)

Web.com | 2010 – 2014

- Supported complex website modification projects and escalations, handling custom client requests beyond standard build workflows
- Served on a Tier 2 taskforce addressing high-complexity cases requiring advanced technical judgment and problem-solving
- Integrated visual branding, UX considerations, and foundational social media strategy into client websites, advising on platform setup and audience alignment

EDUCATION

Bachelor of Applied Science, Digital Media, summa cum laude

Florida State College at Jacksonville | 2025

Associate of Science, Digital Media

Florida State College at Jacksonville | 2024

Technical Certificate, Graphic Design

Florida State College at Jacksonville | 2024

SELECTED PROJECTS

California Music Society — Brand identity and visual system for a nonprofit arts organization, including festival sub-branding and supporting digital and print assets

Sister Cities: Jacksonville, a Living Canvas — Civic storytelling campaign promoting cultural exchange and community identity through visual narrative design

American Spaces — Visual storytelling project developed in partnership with a U.S. State Department-affiliated cultural diplomacy initiative

SKILLS

Visual identity • UX/UI • Content creation • Motion graphics • Photography • Writing & editing • HTML/CSS • WordPress • CRM • Analytics • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) • Figma • Canva