

# 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