

CONTACT

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 Hollywood, FL

 alexisjeffries.com

 linkedin.com/jeffriesdesign

EDUCATION

Rochester Institute of Technology

2013 - 2017

Bachelor of Fine Arts in Illustration

SKILLS

Software

Photoshop

InDesign

Illustrator

XD

Premiere Pro

Dreamweaver

Figma

Microsoft Suite

(Word, Powerpoint)

AI Creative Tools

(Kive.ai, chatGPT, Photoshop)

Marketing

Customer Relationship Management
(Hubspot)

Digital Asset Management
(Brandfolder)

Canva

Project Management (Wrike, Trello)

Design & Printing

Web Design

Marketing Design

UX/UI

Business Cards

Photo Editing/ Color Correction

In-house Printing & Booklet Making

Development

HTML

CSS

Alexis Jeffries

GRAPHIC & WEB DESIGNER

SUMMARY

A creative, reliable, and collaborative professional with a focus on marketing and digital design. Adept at managing digital assets and designing within brand standards. An overall team player who's quick to learn new skills, able to multitask under pressure, and meet tight deadlines.

WORK EXPERIENCE

Digital Design Sr. Specialist

FOH Worldwide

September 2021 - Present

- Design new responsive and interactive website mockups for all FOH divisions, while also auditing and communicating with web developer on errors and updates to current websites.
- Develop creative marketing content for various media, including email campaigns, presentations, social media posts, landing pages, product launch kits, flyers, mood boards, and ads.
- Create and manage an asset library of marketing materials and resources for internal and external use.
- Collaborate with creative, marketing, sales, IT, HR, and product development departments.

Graphic Designer

Marketing Clique

June 2023 - February 2024

- Design social media posts to increase brand awareness, generate inbound traffic, and promote company announcements.

Web Designer

Oogly Eyes Designs

March 2021 - September 2021

- Designed website mockups for various clientele.
- Created logos, branding, advertising, and marketing materials for clients.
- Multitasked projects, delivered assets promptly, and maintained communication throughout remote position.