



662.822.7960



www.jflowart.com



jesserussellflowers@gmail.com



@jflow1989



www.linkedin.com/in/jesseflowers89



EMPLOYMENT HISTORY

Sea-Land Distributors / e-rigging.com

April 2020 - Present / New Orleans, LA

Graphic Designer & Photographer - I report directly to the Marketing Manager. Develop mockups & wireframes to communicate designs effectively. Design and collaborate with team members to create graphics for various platforms, including Amazon, social media, and the website. Photograph products daily while cleaning and color-correcting photography mentioned above. Maintain and develop files for different marketing channels. Maintain equipment and photo booth management.

Lennys Grill & Subs

September 2020 - March 2021 / Memphis, TN

Creative Services & Social Media Specialist - Supporting the organization with centralized creative, design, social media, and marketing support services to efficiently administer marketing efforts across the Lennys brand while enforcing and updating brand guidelines. Develop, design, produce, organize, and distribute print, physical, and digital marketing assets needed to execute the brand strategy, tactics, and promotional calendar, including website, email marketing, in-store signage and displays, and print advertising. Supported the marketing team by developing and implementing Lennys' marketing plans and strategies and keeping project plans up to date, creating and producing engaging content for social media platforms that support the brand's purpose and values—achieving benchmark metrics for social media and reputation management success and reporting weekly on social media performance. I nurture relationships with guests online to create raving fans – recovering guests who have had a bad experience. I work with marketing service vendors to support tactics and strategies.

WJTV-12 News

December 2018 - September 2020 / Jackson, MS

Creative Services Producer & Brand Manager - Handling all website-related tasks by coding and creating/updating pages, designing graphics and advertisements such as web banners, signs and posters, t-shirts, and vehicle wraps for our mobile weather labs. I did some videography and worked with Adobe Premiere to create specials that air on the news or b-roll footage. I also implemented and spearheaded a SCRUM process for our creative team to help everyone stay more organized with our tasks. We attended daily meetings to keep the SCRUM process running smoothly. Helped our department rebrand and successfully built out a style guide with our new brand standards.

ALSAC/St. Jude Children's Hospital

May 2016 - November 2018 / Memphis, TN

Production Designer - Attending daily meetings and working as a team to complete projects. I laid out promotional & direct mail material while following brand standards and conceptualizing designs to make sure things worked. I applied markup for these designs that went to print. I created PowerPoint projects often. I worked in InDesign to create a variable copy within Microsoft word documents. I was working with Spanish translations for specific collateral. I met all of my deadlines quickly & efficiently. I also learned to create 508 compliance documents for the visually impaired. Seamlessly balancing long-term projects such as the St. Jude Dream Home® Giveaway Campaign while working on daily design needs. Designed and produced print collateral and event materials such as newspaper and magazine ads, billboards, digital billboards, posters, postcards, and various signage for the St. Jude Dream Home® Giveaway campaign, St. Jude Rock and Roll Marathon Nashville campaign, St. Jude Heroes® and the St. Jude Walk/Run to end Childhood Cancer campaign.

Paulsen Printing Company

June 2014 - May 2016 / Memphis, TN

Pre-Press/Print Design - Manipulating/making sure files were print-ready, addressing corporate brand standards, adding bleed to files, illustrating die-lines for files that require cutting, optimizing graphics for web use, outputting hard copy proofs for clients, imaging/plating approved jobs to send to the presses, running digital presses, managing online orders from clients (business cards, coupons, promotional restaurant signage).



EMPLOYMENT HISTORY CONTINUED

Jackson Free Press

January 2014 - May 2014 / Jackson, MS

Newspaper/Advertising Design Intern - Strong usage of typography and page layout. Communicating with & designing advertisements for clients, working with a team to successfully output a free, weekly newspaper.

Hoffman-Miller Advertising

May 2012 - September 2012 / New Orleans, LA

Advertising Design Intern - Using Photoshop & InDesign for page layout for catalogs and magazines, logo design, communicating with management and/or clients effectively to establish the appropriate direction of projects, editing and manipulating advertisements according to client specifications, working with a team to achieve certain goals such as different ad campaigns.

DESIGN & OTHER EXPERIENCE

- Successfully designed multiple websites that are easy to navigate and user friendly on both web and mobile platforms
- Designed and spray-painted a mural at an inner-city elementary school in New Orleans — 2012
- Volunteer summer camp counselor for kids and adults with disabilities — 2007 - 2012
- Event coordinating - The Atrium (Memphis), The Memphis Open, The Columns — 2015
- Uber driver — March 2017 - June 2017 (five-star rating)

EDUCATION

BFA in Graphic Design — 2012 - Overall GPA — 3.8

BFA in Painting — 2013 - Overall GPA — 4.0

Delta State University — Cleveland, MS

HONORS & EXHIBITIONS

Spring 2010 & 2011 — Presidents List

2013 & 2014 — Painting Thesis

2020 & 2021 — LinkedIn Certifications

2021 — Google online classes in order to obtain certifications in UI/UX Design

AFFILIATIONS

ALGA, Camp Looking Glass (a summer camp for kids and adults with disabilities), LinkedIn

INTERESTS

Painting, Urban Art/Graffiti, Illustration, Typography, Photography, Music, Spending time with my dog, Architecture, Travel, Staying up-to-date on the latest design trends via LinkedIn Learning

SKILLS

- Excellent communication with clients and co-workers
- Advertising Design
- HTML, HTML5 & CSS
- Pre-Press
- Branding/Brand Development
- Customer Service & Technical Support
- Digital Photography & Videography
- Digital Marketing
- Innovative, Driven, Responsible, Accountable & Loyal
- Non-Profit Organizations, Print & Television
- 508 Compliance
- Typography
- Logo Design
- Problem Solving, Staying Organized & Multitasking
- Strong Attention to Detail
- Social Media Specialist

ADOBE CC

Photoshop
InDesign
Illustrator
Dreamweaver
Fireworks
Premiere Pro
Acrobat
Aftereffects
Spark
Media Encoder
Rush
Lightroom

MICROSOFT

Word
Excel
PowerPoint
FontExplorer
Teams
Outlook

OTHER

Pitstop Pro
QuarkXPress
Prepress Workflow
Rampage
Open Office
Workamajig
WordPress
Basecamp
SCRUM
WideOrbit