

JESSICA KARP

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PROFILE

Jessica Karp is a digital graphic designer with almost 15 years' experience. Jessica has worked with dozens of national brands, developing websites, optimizing search visibility, creating identities, sales collateral, creating interactive media and social marketing campaigns.

EDUCATION

University of Central Florida, Bachelor of Arts in Digital Media with a specialization in Internet & Interactive Media, 2004

Florida Community College at Jacksonville, Associate of Arts, 2002

GRAPHICS & MEDIA SKILLS

Adobe Acrobat

Adobe InDesign

Microsoft Excel

Adobe Dreamweaver

Adobe Illustrator

Microsoft PowerPoint

Adobe Flash

Adobe Photoshop

Microsoft Word

Adobe Fireworks

Hype

DEVELOPMENT

HTML5 & CSS3

PHP, jQuery

WordPress, Drupal

EXPERIENCE

OMP Racing / Manager of Motorsports / 2018

Motorsport sales and management of safety gear for all of the company's motorsport teams and drivers. Development of new business relationships. Creation of custom suit designs and management of production and delivery scheduling. Social media marketing.

Michael Shank Racing / Livery Design / 2018

Custom livery design for the MSR Acura NSX GT3 race team including two color schemes for the cars and racing suits.

Tools: Illustrator & Photoshop

Health & Beauty Boutique / 2013 - Present

Website redesign, SEO, AdWords campaigns, project print collateral, email and social media marketing.

Tools: WordPress, WooCommerce, Photoshop, Fireworks, InDesign

Curry Davis Consulting Group / 2015 - 2018

Website redesign, project branding, project print collateral, banner creation, marketing emails, social media marketing, branding and newsletters.

Tools: WordPress, Photoshop, Fireworks, InDesign

Reclaimed Products USA / 2015 - 2018

Created branding, designed and developed website and all marketing materials.

Tools: Photoshop, Illustrator, Fireworks, Dreamweaver, WordPress, InDesign, PHP, HTML, CSS

Georgia Natural Resources Foundation / 2013-2015

Website re-design, updated branding, annual reports, print collateral.

Tools: Drupal, Illustrator, InDesign, Photoshop

Definition 6 / 2013

Front end development of website pages.

Tools: Photoshop, Fireworks, HTML, CSS, jQuery

Creative Communications Consultants / 2013-Present

Website design / development, project branding, project print collateral, banner creation, marketing emails, social media marketing, branding and presentation design.

Tools: Photoshop, Fireworks, HTML, CSS, JavaScript

Lotus Sport USA / 2011

Created branding, website and brochure for the new US race team.

Tools: Photoshop, Fireworks, Dreamweaver, WordPress, PHP, HTML, CSS

Ted's Montana Grill / 2008-2012

Designed and developed 3 different contest websites, elements for the corporate website, digital ad campaigns, corporate presentations, press releases and videos.

Tools: Illustrator, Photoshop, Flash, Fireworks, PowerPoint, Dreamweaver, InDesign, jQuery, HTML, CSS

Mannington Mills / 2011

Designed, developed and managed the Mannington at Home blog.

Tools: Photoshop, Fireworks, Dreamweaver, WordPress, PHP, HTML, CSS

The Dubrof Group / 2010-Present

Created branding, designed and developed website and all marketing materials.

Tools: Photoshop, Illustrator, Fireworks, Dreamweaver, WordPress, InDesign, PHP, jQuery, HTML, CSS

Tatum, Hillman, & Powell / 2010-Present

Created branding, designed and developed web site, business cards and letterhead.

Tools: Photoshop, Flash, Illustrator, Fireworks, Word, InDesign, HTML, CSS

Valet for Life / 2008-Present

Created branding, designed and developed website, business cards and signage.

Tools: Photoshop, InDesign, Acrobat, Fireworks, Illustrator, Dreamweaver, Flash

Headblade / 2008-2010

Created flash content for corporate site.

Tools: Photoshop, Fireworks, Flash

Richard Bowers & Co. / Marketing Director / 2006

Created new concepts for the company website, agent flyers, advertisements and marketing materials.

Tools: Photoshop, Flash, Illustrator, Fireworks, InDesign, Dreamweaver, HTML, CSS

INTI Publishing / Junior Designer / 2005

Managed the online bookstore, created of affiliate websites, book cover designs and other marketing materials.

Tools: Photoshop, Fireworks, Dreamweaver, HTML, CSS, PHP