

Jaycee Jamison

jayceejamison@gmail.com • (832) 727-2156 • jayceejamison.com • linkedin.com/in/jayceejamison

EDUCATION

The University of Texas at Austin	Bachelor of Science in Advertising Business Minor Overall GPA: 3.85	May 2024
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- **Texas Creative** - UT's campaign-based creative advertising portfolio program guided by industry experts and professors.
- **Texas Media & Analytics** - a program dedicated to both critical thinking and creating real experiences with brand situations and data. Building key skills in Analytics and Optimization and Account and Content Planning.

Professional Interests: Art Direction, brand storytelling, and Social Media

EXPERIENCE

SPARK Magazine - <i>Design Director, Layout Director, Hair and Makeup Artist</i>	Fall 2020 - Present
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- Is the voice of the design identity of a 250+ staff fashion-editorial magazine, designing the magazine itself as well as the visual identity of sparkmagazinetx.com and @sparkmagazinetx on Instagram.
- Directs the Design branch in the creation of 30+ cutting edge magazine spreads that make up the final print magazine.
- Teaches aspiring digital artists InDesign and Illustrator as well as visual design strategies to make the magazine cohesive.
- Managed the creation of a 15+ item merch collection that did over 3k in sales.

Barbarian Advertising Agency - <i>Creator Intern</i>	June 2023 - August 2023
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- Collaborated closely with the lead Art Director and Copywriter team, creating client-facing work for our client AMEX.
- Crafted engaging Instagram videos for AMEX's Shop Small account, transforming Gen Z-focused creative briefs into compelling and entertaining content for social media from writing to filming and editing.
- Produced an internal social media campaign called "Boost Break Interviews" where agency members are interviewed in the elevator on the way to their lunch break that will be used to introduce new hires and share the agency online.
- Crafted impactful research presentations for the strategy team, spotlighting cutting-edge concepts in Augmented Reality and viral social advertising, which played a pivotal role in shaping innovative ideas and client briefs presented to AMEX.

Kait Kares - <i>Social Media Manager; Houston, TX</i>	March 2020 - January 2021
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- Planned and created content for Instagram and Facebook that represented the nonprofit and amassed over 800 followers
- Designed custom graphics and logos that are then used on the website, merchandise, and advertising
- Utilized data analytics to tailor content which reached 20% more people daily and gained 200 followers

A La Moda Zine - <i>Art Director</i>	Spring 2021 - Fall 2021
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- Directs the visual identity of the magazine by selecting art and writing to make up the unique message of each issue.
- Implements growth strategies and community outreach efforts to grow our Instagram following from 1.8k followers last year to 2.2k and our participation to over 100 members in 3 semesters.

Lululemon - <i>Educator; Austin, TX</i>	May 2021 - Present
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- Forms relationships with customers to create an environment conducive for sales, working with colleagues to accomplish sales goals between 20 and 36 thousand dollars for the store daily.
- Completes daily store procedures like restocking, goal planning, and processing online orders.
- Guided new holiday hires in store procedures resulting in fewer mistakes and a high re-hire rate after the holiday season.

HONORS

• University Honors	Fall 2020 - Fall 2023
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ADDITIONAL INFORMATION

Computer Skills: Adobe (Photoshop, Illustrator, InDesign), Procreate, Figma

Work Eligibility: Eligible to work in the U.S. with no restrictions