

# EMILY JEFFREY

[Razzy]

## DESIGNER

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www.razzy.org

### EDUCATION

- 2022-2024 **Miami Ad School, Atlanta, Ga**  
Graduate Studies, Design
- 2013-2019 **Florida Gulf Coast University, Fort Myers, FL**  
*BA in Psychology, concentration in Neuroscience, Minor in Biology*  
*Deans List 2016, VP of Photo Club*
- 2017-2018 **Queen Mary University of London, London, England**  
*Study Abroad courses in Biology and Psychology, Achieved a first (3.75 GPA equivalent)*

### EXPERIENCE

- 2022-Nov **Graphic Designer / Freelance**  
*Experience with logos and brand identity as well as packaging and digital ad designs for small businesses and companies with pre-existing design systems.*
- 2022-23 **Student Worker / Miami Ad School, Atlanta, GA**  
*Led student award presentations and design, acted as a liaison for student body and staff while maintaining several project management roles. Made complex information during school transitions digestible for student body.*
- 2023 **Designer / IOPP 48 Hour Repack Competition, 3rd Place Winner, Peoples Choice**  
*Helped a group of students through the design process from ideation to production of ecommerce packaging concept in 48 hours that was then presented at Coke Headquarters. Placed 3rd out of over 100 participants.*
- 2021-22 **Lead Coach / Brain Balance, Westchase, FL**  
*Managed students with learning disabilities from the ages of 4-23, Kept daily records of progress as well as inventory. Designed and implemented new record keeping and training system. Contributed in a 15% increased retention rate of students resulting in our branch being the top revenue earner out of over 100 centers.*
- 2020-21 **Telehealth Campaign Copywriter / Telehealth For All Inc, FL**  
*Wrote a telehealth accessibility petition that resulted in 10,000s of signatures by making complex medicare information digestible. Used Facebook analytics and ads. Utilized text bots and targeted content that incorporated relevant statistics*
- 2011-2013 **Cofounder, Photography Manager / Teens For Haiti, Tampa, FL**  
*Created a branch of a larger non-profit organization, created all original Photography used for merchandise and website. Assisted in website design used for fundraising purposes that resulted in over \$100,000 of donations to date*

### SKILLS

Highly organized, adaptable, clear verbal and written communication skills, ability to work in fast-paced environments, experience with nonprofits and research, social media, photography.

**Adobe** Illustrator, Photoshop, InDesign, Lightroom, Bridge, After Effects, Premier Pro

**Google** Drive, Docs, Slides, Sheets, Forms

**Microsoft** Word, Excel, PowerPoint

**Languages** Matlab, HTML, CSS

**Research** Matlab, SPSS, Literary Review Copywriter, AICUC Certified, ALAT Certified

### AWARDS

- 2024 **Silver ADDY Award, App, Mindset**, Southeastern District of the American Advertising Federation
- 2024 **Honorable Mention, Motorcraft Packaging**, Graphis New Talent Awards
- 2024 **Honorable Mention, Rainn Posters**, Graphis New Talent Awards
- 2023 **3rd Place + People's Choice, 48HR Repack**, Institute of Packaging Professionals

### MEMBERSHIP

- 2022-Nov **Student Spotlight Coordinator**, AIGA Atlanta Student Board
- 2022-Nov **Historian**, AIGA Atlanta Student Board
- 2019-24 **Professional Member**, APA American Psychological Association
- 2016-2019 **Event Coordinator**, Tribeta National Biology Honor Society

### ENRICHMENT

**Olympic weightlifting, photography, collaging, writing fanfiction, frog enthusiast**