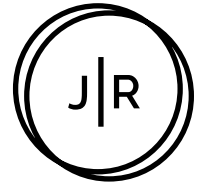





JENNY RIM



CONTACT

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-  www.jennyrim.com

EDUCATION

The University of Georgia
Athens, GA

Master of Arts
Emerging Media
3.94/4.0 Overall GPA
May 2020

Bachelor of Arts
Major: Public Relations
Minor: Spanish
Certificate: New Media
3.7/4.0 Overall GPA
May 2018

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Marketing Design
- Wordpress
- UX/UI
- HTML/CSS
- Prototyping
- User Research
- Presentation Design
- Project Management
- English, Korean, Spanish

PROFILE

Experienced graphic designer with a demonstrated history of working in higher education and e-Learning. Skilled in Adobe Creative Suite (InDesign, Illustrator, Photoshop), web design, marketing design, and time management. Strong digital design professional with a Bachelor's Degree focused in public relations and a Master's Degree in emerging media from Grady College of Journalism and Mass Communication, University of Georgia.

DESIGN & COMMUNICATIONS EXPERIENCE

Intellum - Atlanta, GA

Marketing Designer. Mar. 2021 – Present

- Translate marketing & sales activities into assets and collateral consistent with the Intellum brand
- Conceptualize creative and marketing concepts across all media, while reflecting the brand's personality
- Produce assets for campaigns, email, video, landing pages, presentations, events, social media, demos, and physical assets to support local marketing/sales efforts
- Actively participate in brainstorming, planning and objective creation to ensure marketing design and strategy is on message and appropriate for target audience

University of Georgia Press - Athens, GA

Marketing Assistant. Aug. 2018 – May 2020

- Manage and nominate select trade and scholarly titles for awards
- Design ads, banners, posters, and other marketing/development material for digital and print projects while maintaining brand consistency
- Develop advanced reader's copies

UGA Institute of Higher Education - Athens, GA

Graphic Designer. Oct. 2016 – May 2018

- Designed marketing/development material for IHE and several public service programs
- Created new designs and visual concepts incorporating new UGA IHE logo
- Worked across a variety of digital and print projects
- Managed IHE website and social media platforms

Boys & Girls Clubs of Metro Atlanta - Atlanta, GA

Marketing Intern. June 2017 – Aug. 2017

- Designed advertisements using Illustrator and Canva
- Coordinated and created social media graphics in weekly postings
- Monitored the company's media presence & frequency by implementing data in Excel

UGazine Magazine - Athens, GA

Design Editor. Aug. 2016 – May 2018

- Created all magazine layout decisions and designs
- Oversaw final product prior to release every 4 months and adjusted for optimal aesthetic and cohesiveness
- Made innovative use of typography, photo editing, digital illustration, and branding