

Jailyn Van Horn

Graphic Designer, Tampa, FL

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Portfolio: Jailynvh.com

Employment History

2023 - 2024

Graphic Designer, Drive Social Media

Tampa

- Spearheaded creative direction for branding and advertisements across 40+ clients spanning a variety of industries.
- Presented innovative creative campaigns directly to clients, guiding brand direction and successfully upselling additional services.
- Leveraged Adobe Suite proficiency to craft compelling static and dynamic digital meta-advertisements.
- Directed comprehensive brand campaigns as the sole creative director, ensuring cohesive and impactful brand messaging across diverse client portfolios.
- Collaborated closely with copywriters, account executives, and the production team to conceptualize and execute integrated advertising campaigns across multiple platforms.

2021 - 2023

Graphic Designer, Affinitiv Advertising

Remote

Graphic Design Team Lead

- Promoted to Graphic Design Team Lead within 8 months of joining the company, demonstrating rapid progression and recognition of leadership abilities.
- Ensured brand consistency and compliance across assets for 15+ car dealerships, maintaining high standards of quality and visual integrity.
- Acted as a primary liaison with Account Coordinators, adeptly interpreting client preferences and effectively communicating project requirements to the team.
- Mentored and supervised Junior Graphic Designers, providing constructive feedback, facilitating skill development, and managing workflow to optimize productivity and creativity.
- Successfully managed a high volume of projects, averaging over 1000 annually, demonstrating strong organizational and time management skills.
- Collaborated with coding team members to integrate HTML programming into email marketing campaigns, leveraging cross-functional expertise to enhance campaign effectiveness.

Graphic Design Intern, 2021

- Developed diverse advertisements across platforms such as Facebook, Google web pages, banners, emails, and printed materials, gaining proficiency in versatile digital and traditional media formats.
- Applied brand identities to craft compliant designs for a portfolio of 12 prestigious automotive brands, including Toyota, BMW, Honda, Ford, Mercedes-Benz, and Volkswagen.

Education

2021

BA Digital Arts & Sciences, The University of Florida

College of Business: Minor in Retail Operations & Consumer Behavior

Skills

Ability to Work in a Team

Marketing Strategies

Adobe Photoshop

Adobe Premiere Pro

Photo Editing

Adobe Dreamweaver

Graphic Design

3D Modeling

Adobe After Effects

Web Design

Adobe InDesign

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

HyperText Markup Language

Social Media

(HTML)