

# JESSICA HANLEY

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🏠 Astoria, NY

## DIGITAL PORTFOLIO

[WWW.JESSHANLEY.COM](http://WWW.JESSHANLEY.COM)

## EDUCATION

### BACHELOR OF SCIENCE IN VISUAL ARTS

Focused in Graphic Design & Ceramics  
SUNY New Paltz, Cum Laude

## DESIGN & MARKETING SKILLS

Luxury Product Markets	Adobe Photoshop
Interior Design Industry	Adobe InDesign
Web Design	Adobe Illustrator
Print Design	Hubspot
Promotional Branding	Wordpress
Email Marketing	Apple iOS
Public Relations	Windows
Social Media	Microsoft Office
Blog Writing	Google Suite
Graphic Design	Google Analytics
Typography	MailChimp
Image Editing/Retouching	
Photoshoot Assistance	
B2B & B2C Marketing	
Inbound Strategy	
Project Planning	
Product Launches	

## OTHER INTERESTS

Ceramics	Playing Music
Cooking	DIY Projects
Karaoke	Cosmetology

## EXPERIENCE

### NOV 2017 - MAR 2020

#### Marketing Manager at Juniper Design | New York, NY

- Managed small team to complete project-based goals
- Basic department budgeting
- Organized product campaigns
- Collaborations, events, and tradeshows
- Tracked metrics with Google Analytics
- Networked at design industry events
- Negotiated publication advertising rates
- Created press content packages
- Organized and completed online sales, Instagram giveaways, and sample sale promotions
- Tracked client lighting projects, negotiated imagery rights
- Rebranded, restructured, and regularly updated website
- Designed product catalogs, manuals, postcards, booklets, totebags, business cards, etc.
- Created product guides for lighting systems
- Overall content creation: imagery, graphics, etc.
- Contributed to SEO overhaul
- Blog writing/social media content and scheduling
- Designed and scheduled email newsletters
- Create on-brand imagery with renderer

### JUN 2016 - NOV 2017

#### Marketing Assistant at Niche Modern | Beacon, NY

- Email marketing campaigns
- Retouched product images
- Designed print documents
- Developed website UX/UI
- Created new lifestyle branding with small team
- Launched product campaigns
- Assisted with blog writing & social media
- Video/photoshoot assistance
- Tradeshow booth setup and breakdown

### JAN 2015 - JUN 2016

#### Studio Assistant at Niche Modern | Beacon, NY

- Production of luxury glass light fixtures
- Assisted with glass-blowing
- Post-production coldworking
- Packing & shipping orders

### AUG 2013 - JAN 2015

#### Manager at West's Ceramics | New Paltz, NY

- Loaded & operated electric kilns
- Interacted with customers
- Painted ceramic display pieces
- Provided clay/glaze advice
- Measured chemicals for clay/glaze mixing
- Ensured business ran efficiently

### 2009 - 2015

#### Freelance Artist | Hudson Valley, NY

- Various functional ceramics commissions
- Hand-painted guitar bodies
- Musician graphics & logos