

Jenny Little

EXPERIENCE ~~~~

Jenny Little Design Co.

Raleigh, NC

Freelance Designer

Feb 2019 - Present

- Consult companies on brand identity and strategy.
- Design custom logos, visual identities, and marketing materials for a diverse range of clients.
- Conduct brand audits and competitor analysis to inform design decisions and create compelling visual solutions that resonate with target audiences.
- Work closely with clients to understand their vision and feedback, incorporating revisions to deliver final designs that met their objectives.

TAG Strategies

Alexandria, VA

Senior Graphic Designer

June 2021 - Feb 2024

- Led the company's rebranding initiative by crafting a fresh logo and brand guide, and managing the integration efforts.
- Presented brand and website design concepts to clients.
- Created pitch decks for the CEO to market our services to new and prospective clients.
- Designed original graphics to drive social engagement and managed the company social media accounts.
- Developed thousands of concepts and designs for over 50 clients to accompany digital communications including SMS, email, and social.
- Collaborated with the creative team, facilitated design meetings, and mentored new-hires.
- Planned and executed presentations to the entire company of 50+ people.

Designed 2 Connect

Oakton, VA

Marketing Specialist (Freelance)

Oct 2022 - Dec 2023

- Wrote copy and designed graphics for email campaigns that were sent to an audience of 500+ subscribers.
- Maintained the organization's public website to keep it up-to-date on events and offerings.
- Strategized with the Founder on proper messaging for events and brand engagement.
- Coordinated and photographed team headshots for the public website directory.

Stand Together

Arlington, VA

Employer Brand Intern

Sep 2020 - May 2021

- Drove brand engagement and attracted talent with a video series via LinkedIn.
- Elevated internal-facing sites by improving UI Design.

EDUCATION ~~~~

University of North Carolina at Chapel Hill

BA Advertising (2016 - 2020)

Relevant Courses

- Digital Storytelling
- Media Management and Policy
- Principles of Ad/PR
- Visual Design for Strategic Comm.
- Advertising Creative
- Concepts of Marketing
- Social Marketing Campaigns
- UX Strategy and Design

TOOLBOX ~~~~

Professional

Branding, Creative Ideation,
Copywriting, Collaboration,
Strong Communication Skills

Technical

Adobe Suite, Microsoft Office,
Social Media, UX Design, Figma

INTERESTS ~~~~

- Soccer / Fitness
- Interior Design
- Coffee / Restaurant Scene