

# JORRIE TAYS

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## EXPERIENCE

The Spears Group

**Junior Associate**

09/2020 - 10/2021

- Communicated with creative associates and account executives to fulfill client needs
- Designed social media graphics for client and Spears Group social channels
- Created client newsletters and brochures
- Developed client websites

Lionheart Prints

**Sales & Marketing Intern**

01/2020 - 04/2020

- Created photo content for shop social channels
- Assisted with website design for relaunch
- Designed monthly newsletters and managed subscriber contact information

**Retail Associate**

01/2021 - 11/2021

- Promoted products and documented letterpress process through Instagram stories
- Created photo content and product demonstrations for shop social channels
- Assisted with development of weekly Instagram Content Calendars
- Designed shop chalkboard sign to increase foot traffic
- Fulfilled in-store transactions and online shipping orders

**Social Media & Marketing Designer**

11/2021 - 08/2022

- Managed monthly Content Calendars
- Planned and created daily content for Instagram and TikTok social platforms
- Promoted products and services through Instagram stories
- Engaged with customers via comments and dm's
- Interpreted social media analytics
- Designed bi-weekly newsletters and managed subscriber contact information
- Designed seasonal website sliders
- Created product photos and descriptions

Shawn M. Donnelley Center for Nonprofit Communications

**Creative Director**

01/2021 - 06/2021

- Communicated with client leads to fulfill client needs
- Delegated creative tasks to department associates
- Oversaw development of creative material
- Designed DC social media graphics

**Website Team Member**

01/2021 - 06/2021

- Conducted audit of previous DC webpage
- Collaborated with team members to establish new website aesthetic
- Communicated new web design tasks to creative associates
- Designed website assets

Gamma Phi Beta Sorority- Epsilon Mu chapter

**T-shirt chairwoman**

01/2018 - 01/2019 & 01/2021 - 06/2021

- Collaborated with Crescent Corner to create product proofs
- Created spreadsheets to facilitate order sizing information and communicated data to Crescent Corner representatives
- Promoted and distributed apparel orders to members

## EDUCATION

Loyola University New Orleans— May 2021  
Bachelor of Arts in Mass Communication  
Visual Communication, Graphic Design minor

## SKILLS

- Adobe suites (InDesign, Illustrator, Photoshop and Adobe XD)
- Instagram Reels and TikTok content creation
- Wix, Wordpress and Shopify website building platforms
- Web and Social Ads