

# Jessica Wingate



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jessicawingatedesigns.com

## EDUCATION

MASTER'S DEGREE  
Higher Education Administration  
University of North Florida  
December 2017

BACHELOR'S DEGREE  
Graphic Design  
Jacksonville University  
May 2011

## EXPERTISE

Marketing and Communications  
Social Media  
Brand Management  
Graphic Design  
Photo Editing  
CMS Web Editing  
Adobe Creative Suite  
Microsoft Office  
Sprout Social/Hootsuite  
Crisis Communication

## PROFESSIONAL ACTIVITIES

UNF Visual Identity Standards Committee  
American Marketing Association (AMA)  
American Institute of Graphic Arts (AIGA)

## AWARDS/CERTIFICATES

Cultural Competency Certification  
Safe Space Certification  
UNF Presidential Spot Award - 2015

## WORK EXPERIENCE

Graphic Designer - UNF  
January 2013 - August 2014

Receptionist - Sawgrass Country Club  
August 2012 - June 2014

Marketing Coordinator - Comedy Zone  
November 2011 - August 2012

## PROFILE

Creative and talented professional, with strong organizational and technical skills; well prepared to excel in marketing, social media management, communications and graphic design

## PROFESSIONAL EXPERIENCE

ASSISTANT DIRECTOR OF SOCIAL MEDIA  
University of North Florida, Marketing and Communications  
December 2019 - Present

- Head of social media crisis communication
- Manage content for both official UNF and UNF Admissions social media pages including: Facebook, Instagram, Twitter, LinkedIn, etc.
- Organize and create a consistent stream of innovative on brand content for audience interaction while managing and altering schedules to optimize engagement
- Collaborate with University departments and coordinate content distribution
- Develop and update University social media guidelines

## MARKETING COORDINATOR

University of North Florida, Marketing and Communications  
October 2017 - December 2019

- Created and updated all University logos
- Designed marketing materials to promote the university including airport ads, billboards and print materials
- Provided guidance to internal University departments on marketing strategies that best fit their needs
- Served on the University's visual identity standards committee and aided in managing sub committees

## MARKETING COORDINATOR

University of North Florida, Office of Campus Life  
August 2014 - October 2017

- Established marketing and communications objectives for the department and outlined plans for achieving those objectives
- Managed the development, production and distribution of promotional materials by working with external production vendors
- Provided strong leadership to graphic design student assistants