

Jessica Wingate



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EDUCATION

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

BACHELOR'S DEGREE - 2011
Graphic Design
Jacksonville University

EXPERTISE

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

PROFESSIONAL ACTIVITIES

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

AWARDS/CERTIFICATES

Cultural Competency Certification - 2016
UNF Presidential Spot Award - 2015 & 2021
USF Diversity, Equity and Inclusion in the
Workplace Certificate - 2021
UNF AI for Work and Life Certificate - 2025

WORK EXPERIENCE

MARKETING COORDINATOR, CAMPUS LIFE
University of North Florida
August 2014 - October 2017

GRAPHIC DESIGNER, CAMPUS LIFE
University of North Florida
January 2013 - August 2014

RECEPTIONIST

Sawgrass Country Club
August 2012 - June 2014

PROFILE

Creative and highly skilled graphic design and brand management professional with more than 10 years of experience, driving cohesive visual identity and brand strategy across marketing, social media, and communications.

PROFESSIONAL EXPERIENCE

DIRECTOR OF BRAND AND VISUAL IDENTITY
University of North Florida, Marketing and Communications
August 2021 - Current

- Lead a team of designers in shaping and maintaining the university's visual identity across all platforms
- Direct brand strategy and creative execution with external agencies, ensuring cohesive graphics and photography
- Developed and rolled out comprehensive brand guidelines for consistent visual standards
- Implemented a Canva Enterprise environment, providing templates and tools for campus-wide on-brand design
- Lead branding and Canva training sessions to drive adoption and strengthen brand stewardship
- Established visual identity standards for interior and environmental branding, creating a cohesive on- and offline experience

ASSISTANT DIRECTOR OF SOCIAL MEDIA

University of North Florida, Marketing and Communications
December 2019 - August 2021

- Led social media crisis communications and brand response strategy
- Managed official UNF and UNF Admissions social media accounts across major platforms
- Created and scheduled innovative, on-brand content to drive engagement and optimize performance
- Collaborated with university departments to align messaging and coordinate content distribution

MARKETING COORDINATOR

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

- Designed and managed official university logos and visual identity assets
- Produced high-visibility creative for airport advertising, billboards, and print campaigns
- Provided brand-aligned design and marketing guidance to internal university departments