





LORI JACKSON HILL

DIGITAL GRAPHIC DESIGN + MARKETING

 (336) 549-3690

 ljhgraphicdesign@gmail.com

 ljhgraphicdesign.com

EDUCATION

- 2012–2016 **BACHELOR OF FINE ARTS**
SAVANNAH COLLEGE OF ART AND DESIGN
eLearning, Graphic Design, Magna Cum Laude
- 2003–2005 **ASSOCIATE OF APPLIED SCIENCE**
GUILFORD TECHNICAL COMMUNITY COLLEGE
Jamestown, North Carolina, Advertising & Graphic Design

EXPERIENCE

- 06.2020 – Present **DIGITAL MARKETING SPECIALIST**
HealthTeam Advantage, Greensboro, NC
Developed organic social media channels, email newsletter design, digital marketing graphic design, editing Wordpress website for Medicare Advantage insurance company
- 02.2017 – 10.2019 **DIGITAL GRAPHIC DESIGNER**
Flow Marketing Services, Winston-Salem, NC
Conceptualized digital marketing strategies & designed responsive HTML email campaigns, website graphics, display ads, and print pieces for a large automotive company
- 06.2013 – 02.2017 **GRAPHIC DESIGNER / DIGITAL MEDIA SPECIALIST**
DealerActive / DA Solutions, Burlington, NC
Created and designed all digital marketing, web, and print graphics for automotive dealerships in a small agency setting; also provided support for automotive e-commerce websites; managed team of 3 junior designers
- 08.2005 – 05.2013 **GRAPHIC DESIGNER**
Carson-Dellosa Publishing Company, Greensboro, NC
Designed and produced book interior layouts and covers intended for a parent-teacher market; also created vector art for bulletin board sets, stickers, etc.

CERTIFICATIONS, HONORS, AND AWARDS

- 2020 Google Analytics Individual Qualification
- 2012 – 2016 Academic Honors Scholarships
Artistic Honors Scholarships
Savannah College of Art and Design
- 2005 Third Place, SkillsUSA National Competition
First Place, SkillsUSA North Carolina Competition
Guilford Technical Community College

SOFTWARE & CODING

- » Adobe Creative Cloud
Acrobat (advanced)
Dreamweaver (advanced)
InDesign (advanced)
Illustrator (advanced)
Photoshop (advanced)
Premiere (proficient)
- » Microsoft Office
- » Articulate Storyline 360
- » Coding and Authoring for Web
HTML5 (advanced)
CSS (advanced)
JQuery (proficient)
Javascript (proficient)
- » Mac and PC Proficiency

SKILLS

- » Content Management Systems (CMS)
- » Copywriting, Copyediting, and Proofreading
- » Digital Marketing Design, Production, and Strategy
- » Email Marketing
Mailchimp
Salesforce Marketing Cloud
Send In Blue
Streamsend
Vertical Response
- » Google Analytics
- » Search Engine Marketing
- » Social Media Marketing
- » Strong Organizational Skills
- » Time Management
- » UX and Graphic Design for Web
- » Web Design