

# CHERYL JACKSON

Graphic Designer

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## EDUCATION

College of the Ozarks  
Pt. Lookout, MO | 1993 - 1997

Bachelor of Arts in Studio Arts  
(Graphic Design Emphasis)

Awards:

Associative Art Award (1996)

Hyer Scholarship (1996)

Edwards Mill Award (1996)

## SKILLS

- Adobe Creative Suite mastery
- Branding and identity
- Typography and color theory
- Website design and development
- Social media design and management
- Photography and image editing
- Video editing and production
- Project management
- Creative problem solving
- Microsoft Office proficiency
- Print and interactive design
- Attention to detail

## ACTIVITIES

- Digital art design and sketching with Procreate
- Art and crafts designer with upcycled materials
- AI art generator and creative designer with Artist.ai, Openart.ai, Photoshop and Canva
- Reading and bingeing space operas
- Traveling with my family and two dogs

## PORTFOLIO

[www.cheryljdesign.com](http://www.cheryljdesign.com)

## SUMMARY

Proficient graphic designer with experience in creating effective designs for both print and digital media. Skilled in Adobe Creative Suite, particularly InDesign, Photoshop, Lightroom, and Premiere Pro, ensuring high-quality design and brand consistency. Dedicated and adaptable professional with a proactive attitude and the ability to learn quickly. Strong work ethic and effective communication skills. Eager to contribute to a dynamic team.

## EXPERIENCE

### Graphic Designer, Photographer, & Social Media Manager

GMK Associates, Columbia, SC | 3/2007 - Present

- Design and produce diverse marketing materials, including brochures, proposals, presentations, and trade show booths.
- Manage social media accounts by designing and scheduling content for Facebook, Instagram, and LinkedIn.
- Coordinate project sessions and execute on site photography across five divisions to effectively showcase project achievements and also create professional portraits of employees to strengthen corporate identity.
- Retouch project and event photos to enhance visual appeal for marketing materials.
- Redesign company websites while adhering to budget constraints.
- Develop engaging creative materials for various company events, increasing participant involvement.
- Create interactive digital brochures for iPad viewing using InDesign to make sales more effective and streamlined.
- Oversee commercial printing processes, ensuring quality through press checks and paper selection.
- Establish information systems with Smartsheets to collect data across five departments for use in marketing.

### Art Director

The Gillespie Agency, Columbia, SC | 9/2003 - 3/2007

- Designed advertising materials including stationery, and brochures.
- Collaborated with account executives to develop effective campaigns.
- Executed retouching and color correction for commercial photography.
- Applied expertise in commercial printing to enhance brand visibility.

### Graphic Designer

Robison Gamble Creative, Branson, MO | 2/2001 - 8/2003

- Developed and designed high-end promotional materials for international organizations to enhance visibility.
- Executed photo scanning and color correction to achieve high-quality visuals.