

CHERYL JACKSON

Graphic Designer / Photographer

Columbia, SC 29206 | 803.319.2555

cheryljdesign@gmail.com | www.cheryljdesign.com

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

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 - 9/2025

- 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 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.