

JESSICA J. WILLIAMS | PMP

Charlotte, North Carolina • 803.760.5807 • williamsjessicajohnson@gmail.com

PROFILE

Results-driven professional with a strong track record in executing marketing plans as a certified Project Management Professional (PMP®). Proficient prioritizing and managing diverse tasks in dynamic, high-pressure environments. Skilled in creating impactful experiences and leading projects to successful completion.

EDUCATION

Project Management Professional (PMP)®
Project Management Institute 2024

Graphic Communications, M.S.
Clemson University 2015 - 2016

Health Science, B.S.
Clemson University 2011 - 2014

EXPERIENCE

2025 - Present

Freelance Senior Graphic Designer • Scouting America (Part-Time)

- Designs high-quality graphics and presentations for senior leadership and marketing initiatives, creating digital and print assets including social media content, email campaigns, websites, brochures, newsletters, banners, and event materials while adhering to brand standards.
- Collaborates closely with the Marketing Manager, cross-functional teams, and the Manager of Creative Projects to develop creative concepts, meet project deadlines, maintain visual consistency, and manage assets within the Scouting America Brand Center.
- Prepares and delivers production-ready artwork for digital and print distribution, supporting marketing campaigns through image resizing, formatting, and quality control while continuously strengthening design skills through industry trends and professional development.

2021 - 2026

Creative Designer • The Imagine Group (Full-Time)

- Served a Fortune 500-affiliated national discount retail client by executing and delivering a high volume of marketing collateral through established design templates and brand style guides; produced print-ready artwork and coordinated print production while managing multiple projects and deadlines in a fast-paced environment.
- Assumed full ownership of production deliverables for the large-scale retail brand, ensuring all assets were delivered on schedule, met rigorous technical and pre-flight standards, and aligned with brand quality expectations; communicated project progress with stakeholders and contributed to workflow and process improvements.

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2020 - 2021

Marketing Project Manager, Creative • GoCollect

- Oversaw the entire creative process for marketing, from initial concepts to final execution, ensuring all creative deliverables meet business objectives and deadlines.
- Aligned business strategies with client and consumer needs, leveraging insights to identify marketing creative process enhancements. Successfully proposed and executed solutions, elevating team efficiency and enhancing output quality.
- Served as an internal subject-matter expert by advising cross-functional partners on creative briefs, brand guidelines, and available resources to ensure consistent, high-quality execution and adherence to brand standards.

2019 - 2020

Marketing Project Manager & Graphic Designer • Duncan-Parnell, Inc.

- Supported sales team and clients through the design process including, but not limited to conceptualization, initial site surveys, consultation, production, and installation coordination of projects valued at \$50,000 - \$100,000+.
- Presented ideas and final deliverables to clients and communicated with senior leadership about creative marketing programs, strategies, and campaigns.

2017 - 2019

Production Artist

Classic Graphics (The Imagine Group)

2015 - 2016

Graduate Teaching Assistant

Clemson University

2012 - 2014

Customer Service Representative/Intern

South Carolina Department of Motor Vehicles

SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Acrobat

Active Campaign

MailChimp

Squarespace

WordPress

Wix

Trello

Jira