














# JENNIFER MATTHESON

## PROFICIENT IN

-  HTML5
-  CSS
-  WordPress
-  Bootstrap
-  SEO
-  Constant Contact
-  Google Analytics
-  Google Docs
-  Adobe Photoshop
-  Adobe InDesign
-  Adobe Illustrator
-  Adobe Premiere
-  Microsoft Office Suite

## EDUCATION

-  2015 Berkeley City College  
Web Design & Production
-  1999 Art Institute of Boston  
Bachelor of Fine Arts

## CONTACT

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-  Berkeley, CA

## HIGHLIGHTS

- Skilled front-end designer, well-versed in latest design & industry trends
- Excellent communication skills and ability to understand the vision and goals of clients and employers
- 5+ years of experience growing audiences via digital marketing: social media, SEO, email marketing, Google Analytics & display advertisements
- Proven ability to manage and prioritize multiple projects simultaneously as well as meet strict deadlines

## EXPERIENCE

### 2010 - Present

#### Online Manager: The Rahmah Foundation

- Designed website, branding, digital advertising and email marketing
- Increased email list by 20% and social media following by 75% in the last year
- Manage all online fundraising campaigns, event promotions as well as advertising of ongoing programs
- Create quarterly reports, manage class registration, answer queries and communication with donors, instructors & students

### 1999 - Present

#### Freelance Designer & Illustrator

- Create high-quality, consistent branding across multiple platforms: banners, brochures, posters, business cards, digital advertisements and responsive websites
- Communicate thoughtfully with a wide variety of clients, from non-profit organizations to major trade publishers in order to best meet their needs

### 2010 - 2014

#### Office Manager: ILM Tree Education Center

- Overhauled and streamlined all office records: academic calendar, student records, class rosters, attendance tracking and email lists
- Managed all daily operations of main office and campus, as well as supporting and overseeing faculty and students
- Responsible for purchasing, billing and yearly inventory of all educational curriculum

### 2006 - 2009

#### Order Department Representative: Ten Speed Press

- Oversaw shipment logistics for company's largest accounts: Williams Sonoma, Urban Outfitters, Crate & Barrel, Sur la Table and Anthropologie
- Designed and authored Procedures Manual for Order Department
- Managed the downloading of all online orders from major booksellers and transferred information to Distribution Department on a daily basis