

# JAQUELINE (JACKIE) DEAN

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James Island, South Carolina | [www.jacquelinecharlestonart.com](http://www.jacquelinecharlestonart.com) | Behance | LinkedIn

**Senior Digital Artist and Digital Marketing Specialist** with 8+ years of experience in branding, marketing, illustration, and print design. Combines visual storytelling with strategic marketing for impactful campaigns across various industries. Proficient in using AI tools to enhance efficiency, content creation, and audience engagement while delivering innovative solutions under tight deadlines and adapting to new technologies.

## EDUCATION

**Bachelor of Arts in Psychology | 2016**  
South University, Columbia, SC

**Associate in Graphic & Web Design | 2018**  
Art Institute of Charleston, SC

## SKILLS

Branding & Identity, Social Media Campaigns, Digital & Print Design, Corporate Branding, Illustration, Packaging, Content Creation, Copywriting, Infographics, Presentation Design, Layout Design, Typography, Animation, Motion Graphics, UI & UX, AI Integrations, Project Management, Marketing Strategy, Product Photography, Image Manipulation, SEO-Driven Copy, Email Marketing, Cross-functional Teamwork, Client Relations, Vendor Coordination, Storyboarding, Marketing Asset Management

## SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Canva, Google Suite, WordPress, Figma, CorelDRAW, HTML/CSS, AI-Powered Tools & Platforms

## CURRENT FOCUS & INTERESTS

AI-assisted design for efficiency and innovation, Interactive storytelling and information design, Merging illustration, branding, and marketing in cohesive campaigns

## EXPERIENCE

### Freelance Designer (2016–Present)

#### Digital Marketing Coordinator & Graphic Designer – La Mer Luxe, Charleston, SC (October 2024–Present)

- Create marketing campaigns, social media content, and promotional materials for a women's resortwear brand.
- Manage email marketing, blog posts, and SEO-focused content to increase engagement and drive sales.
- Design seasonal lookbooks and support e-commerce site updates.
- Integrate AI tools for content ideation, SEO optimization, and workflow efficiency.

#### Senior Graphic Designer – The Lift Box / Headlines Over Sidelines / Mission Ready Nutrition (Feb 2023–Mar 2024)

- Designed the Snack Box logo and monthly apparel drops from concept to screen print.
- Developed branded marketing graphics across print, web, and social media.
- Led the Headlines Over Sidelines magazine redesign, launched January 2024.
- Created visual identity for Mission Ready Nutrition, including all brand assets.
- Collaborated with the Senior Marketer and CMO to ensure consistent branding.

#### Graphic Design Manager – O'Connor Apparel & Embroidery, James Island, SC (Nov 2021–Feb 2023)

- Managed 200+ accounts, developing apparel designs with custom logos and brand-consistent graphics. Directed production and layout of designs for apparel and graphic transfers. Fully designed 2023 catalog and marketing visuals.

#### Floral Designer – Belva's Flowers, Mount Pleasant, SC (Apr 2021–Oct 2021)

- Created custom arrangements for events, weddings, and displays. Designed seasonal window installations and visual merchandising.

#### Website Customer Success Agent – Turbo Medical Marketing, Charleston, SC (Feb 2019–Dec 2020)

- Supported clients with website management, SEO optimization, and social media integration.
- Produced marketing content and managed email campaigns.

#### Assistant Teacher, Carolina Park Pre-School 2018

#### Assistant Teacher, Unity Montessori Day School 2017

#### Assistant Teacher, The Children's Center 2015 - 2016

- Developed creative learning environments for young children, integrating art and hands-on learning.