

JESSICA WILLIAMS | PMP

803.760.5807 · jessicawilliamscreative@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
August 2024

Master of Science • Clemson University
January 2015 - May 2016

Bachelor of Science • Clemson University
August 2011 - December 2014

EXPERIENCE

2021 - Present

Creative Designer • The Imagine Group

- Leads the creation of comprehensive creative briefs and applies design strategies that align with the organization's goals, consistently exceeding expectations.
- Manages resources, reviews, and timelines meticulously, ensuring timely delivery of high-quality creative work that delights customers and internal stakeholders.

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 expert, providing guidance on creative briefs, brand guidelines, and resources to uphold brand standards.

Graphic Designer • GoCollect

- Collaborated with business stakeholders, marketing teams, and agency partners to introduce innovative creative approaches to the market.
- Actively participated in creative work, collaborating with the team on various projects like digital ads, social content, print materials, and videos.

2019 - 2021

Adjunct Faculty of Digital Media Technology • SPCC

- Developed, delivered, and reviewed online course material and syllabi for South Piedmont Community College's Digital Media Technology program.
- Provided extra support to students who required it and scheduled consultation times where questions and concerns could be voiced.

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EXPERIENCE

2019 - 2020

Project Manager • 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

Teaching Assistant

Clemson University

2015

Project Intern

RR Donnelley

2012 - 2014

Customer Service Representative/Intern

South Carolina Department of Motor Vehicles

SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Workfront

Search Engine Optimization

WordPress

Active Campaign

Squarespace

Wix

Trello

MailChimp