

JANE GERRARD

GRAPHIC DESIGN & SOCIAL MEDIA

McLean, VA

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Portfolio: janegerrard.com | [Linkedin](#)

Skills

Graphic Design
Digital Illustration
Motion Graphics
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office
Google Suite
Procreate
Hootsuite
HTML & CSS
Digital Marketing Campaigns
Print Media

Education

James Madison University

Bachelor of Arts, *magna cum laude*
Major in Media Arts & Design
Concentration in Creative Advertising
3.7 GPA

Awards

American Advertising Federation

Student Silver ADDY Award in the American Advertising Awards for AAF Roanoke

- Integrated Advertising Campaign:
 - Chobani Flip: Anytime, Anywhere
 - Served as Creative Director

The Association for Education in Journalism and Mass Communication

Silver Student Advertising Award

- Chobani Flip: Anytime, Anywhere
 - Served as Creative Director

Work Experience

Far Post Media

Junior Creative Lead / December 2025 - Present

- Design graphics for digital and social campaigns aligned with brand guidelines
- Develop and schedule social media content across multiple campaigns
- Collaborate with cross-functional teams to concept and execute creative work

George Mason University

Graphic Designer I / July 2025 - December 2025

- Design and produce a variety of print and digital marketing materials to support University Life events, programs, and communications
- Collaborate with the marketing team to develop visually engaging graphics aligned with GMU brand guidelines

Arena Stage

Multimedia Design Fellow / September 2024 - June 2025

- Created diverse print and digital marketing materials, collaborating with various departments to align with organizational goals
- Supported the planning and execution of integrated marketing strategies to expand and diversify audiences.
- Organized and archived visual and multimedia assets for easy accessibility and future use

James Madison University Communications

Multimedia Design Assistant / August 2023 - May 2024

- Worked with the Assistant Director of Multimedia Strategy to create branded graphics for JMU's communications and social media properties
- Designed content reaching an audience of over 200k followers
- Utilized JMU's brand guide and branded templates to develop themed designs
- Designed and produced multimedia frames and Stories for JMU's Instagram and Facebook channels