



About Me

I'm Jessica Anne Scott, and I love building brands. I have a wide array of experience, working with large, multimillion-dollar clients and new businesses with limited budgets. With a strategic marketing mindset and front-end development skills, I create beautiful and effective digital experiences that help drive sales and grow businesses.



Knowledge & Skills

- Design driven by data and strategy
- Responsive and mobile-centric web design
- User experience research and data analysis
- Conversion optimization and A/B testing
- SEO-friendly design approach
- Branded email marketing campaigns
- Visual content, illustration & infographics
- Engaging print design & in-store experiences
- Photo editing, color correction & PhotoShop wizardry



Photoshop



Illustrator



Dreamweaver



InDesign



HTML5



CSS3



WordPress



jQuery



Google Analytics



Optimizely



LucidChart



MS Office



Work Experience

EverSpark Interactive *Atlanta, Georgia*

SENIOR WEB DESIGNER JULY 2014 - PRESENT

WEB DESIGNER JULY 2013 - JULY 2014

- Creating strategic plans for digital web development projects for clients to help drive traffic and conversions through engaging, unique web content.
- Increasing the yearly ROI for our clients with a variety of digital creatives: sites, landing pages, pay-per-click ads, infographics, and interactive content.
 - Lawyer client landed a \$7 million case from a PPC page and campaign.
 - Assisted Living client saw conversions double in 2015 after new site launch.
- Collecting data with Google Analytics, heatmapping and A/B testing to design great user experiences and targeted messaging.
- Crafting responsive and mobile websites with clean code and indexable page structure for SEO-friendly approach to development.
- Producing over \$100k in web sales and upsells for the agency in 2015.
- Growing the EverSpark Interactive brand by streamlining the design and messaging of internal and external documents, marketing collateral, and digital marketing campaigns.

Newell Rubbermaid *Atlanta, Georgia*

GRAPHIC DESIGNER MARCH 2012 - JUNE 2013

PRODUCTION ARTIST JANUARY 2009 - MARCH 2012

- Working on the Calphalon brand, creating print & digital creative content for multiple retail channels (Bed Bath & Beyond, Target, Kohl's, JCPenney, Macy's, Williams-Sonoma, Belk, Costco, Sam's Club) for strategic growth of the brand.
- Directing creative for a rebooted product category segment by developing packaging, collateral and web content for the launch of kitchen tools at Target, Kohl's, and Bed Bath & Beyond.
- Implementing multilingual strategy across major product lines on packaging and collateral to launch product into French and Spanish territories.
- Supporting the above product launches with digital collateral: Calphalon.com eCommerce, retailer web banners, email marketing and website concepts.
- Supporting best-selling lines with continual art direction and execution on packaging, merchandising and web advertising.

The Walt Disney Company *Lake Buena Vista, Florida*

WEB PRODUCTION COORDINATOR MAY 2008 - AUGUST 2008

- Producing and updating content within the Parks & Resorts network.
- Compiling status reports for Project Management and Site Production leaders.

University of Miami *Coral Gables, Florida*

WEB DESIGNER JANUARY 2008 - MAY 2008

- Executing a redesign and development of the IT department website.



Education

University of Miami Coral Gables FL

Bachelor of Science, Communications, 2008
Majors in Interactive Design & Studio Art

