

JOHNESIA LUCAS

GRAPHIC DESIGN & MARKETING



WORK EXPERIENCE

Ogeechee Technical College

Print Center Coordinator / Graphic Design Specialist
Statesboro, GA | 2015 - current

- Lead in the design, development and implementation of graphic, layout, and production communication materials (worked closely with Marketing and Auxiliary Services)
- Ensured reliable delivery of all printed materials by managing print team from quoting to the final product, reducing costs by 10% and improving reliability by 8%
- Supervise the assessment of all graphic materials in order to ensure the quality and the accuracy in the design.
- Supported the Marketing team in creating student driven campus campaigns which resulted in 20% improvement in participation

Aurelia Creatives

Freelance Graphic Designer
Statesboro, GA | 2014 - current

- Develop numerous marketing programs (logos, brochures, presentations and advertisements) and serve as point person for customer inquiries (improved leads by 31%)
- Recommend and consult with clients on the most appropriate graphic design options based on their overall marketing goals.
- Create 4+ design presentations and proposals a month for clients.

Whitfield Signs

Lead Graphic Designer
Statesboro, GA | 2013 - 2015

- Lead in the design, development and implementation of graphic, layout, and production communication materials (worked closely with Sales and Production teams)
- Delegate tasks to the production team and provided counsel on all aspects of the project.
- Supervise the assessment of all graphic materials in order to ensure the quality and the accuracy in the design.
- Led the company through its biggest project to date: Georgia Southern Football Facility

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912-682-8833
Statesboro, GA
My portfolio

SKILLS

Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Adobe InDesign
Adobe Photoshop
Microsoft Word
Microsoft PowerPoint
Social Media (Instagram, Facebook)

EDUCATION

Southern New Hampshire University

MBA
Marketing
December 2020

Georgia Southern University

BFA
Graphic Design
May 2014