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## EDUCATION

### BACHELORS OF FINE ARTS FASHION MARKETING AND MANAGEMENT

Savannah College of Art and Design (SCAD)  
Atlanta, Georgia  
June 2019

## KEY COURSES

### TECHNICAL

Graphic Design  
Digital Marketing  
Project Management  
Principles of Marketing  
Public Relations  
Product Development  
Digital Presentation  
Visual Communication  
Mood Board Development  
Infographics  
Painting  
Customer Service  
Infographics  
Presentation Formatting  
Proposal Design  
Proposal Formatting  
Creative Ideas Pitching  
Mood Board Development  
Concept Development  
Art History

### PROFESSIONAL

Self-motivated  
Adaptable to fast-pace  
Energetic  
Creative  
Versatile  
Organized  
Problem Solver  
Multitasker  
Creative Thinker  
Innovative  
Communication Skills  
Detail-Oriented  
Grammar Skills  
Socially Aware  
Collaborator  
Team-Oriented  
Attentive  
Trustworthy  
Presentation Skills  
Function Skills

## SOFTWARE

Adobe Creative Suite:	Microsoft Office
Illustrator	Wix
InDesign	Squarespace
Photoshop	QuickBooks
Premiere	Social Media platforms
Lightroom	Google Analytics
Sparkpost	Basecamp

# JACERA FRANÇOIS

## FREELANCE

### ART BY FRANÇOIS, LLC | MONROE, LA

*Founder, Visual Artist, Creative Director | July 2016 - Present*

- Founded a brand representative of artwork and creative projects.
- Plan Conceptual Digital Marketing and Email Marketing from Idea to completed projects.
- Create engaging Web Design for small businesses and Portfolios using Adobe Suite.
- Receive commissions to do artwork and Marketing Design for clients located in multiple cities.
- Develop strong communication skills with current and potential clients.

## EXHIBITIONS

*West Monroe City Hall  
All Girl's Art Exhibition  
Artpocalypse Art Exhibition  
Washington Plaza Art Exhibition*

## EXPERIENCE

### HHS at GLENWOOD HOSPITAL | WEST MONROE, LA

*Administrative Assistant | May 2020 - Present*

- Work closely with Director to identify areas needing assistance.
- Work independently in a fast-paced environment meeting deadlines and fulfilling required duties.
- Manage new hire interview process, training, and job description assignments.
- Create inspiring themed graphic designs for company flyers, print-outs, and presentations.
- Expressing positive customer service to patients of the hospital.
- Manage budgets of supplies and products through B2B and E-Commerce.

## INTERNSHIP

### FKJ Art Gallery | West Monroe, LA

*Public Relations & Visual Artist Intern | April 2020 - July 2020*

- Created engaging Email Marketing and outreach to potential as well existing clients.
- Produced and directed the visual for promotional photos and media.
- Obtained entrepreneurship expertise to further develop personal brand.
- Assisted with creative writing of Artist Statement for selected art pieces.

### THREE S & R CONSULTING | ATLANTA, GA

*Direct Marketing Consultant Intern | May - July 2018*

- Initiated direct marketing campaigns aimed towards the company's target audience.
- Motivated team members to surpass 10% of marketing sales goals per day.
- Communicated directly to customers to drive the sales of company products and services.
- Engaged with teammates to gain more insight to identify areas of improvement.