



Jasmine McKeever

About

(610) 844-6748

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flwrpwr.studio

Skills

Project Management
Detail-oriented
Problem solver
Team player
Quick learner
Spanish-speaking

Programs

Adobe Creative Cloud

- Illustrator
- InDesign
- Photoshop
- Lightroom
- Premiere Pro
- Acrobat
- Audition
- After Effects

Wix

Wordpress

Dropbox

Google Drive

Microsoft Office

- Teams
- Outlook
- OneNote
- Word
- Excel
- Powerpoint

Trello

Sprout Social

Kaltura

Certificates

Jordan Orme's 'The Editing Formula' Certificate of Completion

Experience

Communications Coordinator

2022-Present | Liberty University Office of Development | Remote

- Create and design graphics and layouts for various external and internal documents, social media content, website wireframes, booklets, visual merchandise, brochures, presentations, data infographics, logos, and marketing campaigns while utilizing programs such as Indesign, Photoshop, Illustrator, etc.
- Conceptualize branding elements, visual identities, and guidelines for different initiatives and events while ensuring aligned brand standards and guidelines
- Manage pre and post production of video and photo content, including script and shot list writing, editing to final product on Premiere Pro and Lightroom, and uploading to Kaltura and/or social media
- Collaborate with stakeholders and vendors to define goals and achieve the desired vision
- Liaising effectively and efficiently with other departments
- Organize and maintain digital asset libraries
- Facilitate the creative process from concept to completion

Alumni Relations Officer

2021-2022 | Liberty University Office of Alumni Relations | Lynchburg, VA

- Coordinated pre and post production of video and photo content, including script and shot list writing, editing to final product on Premiere Pro and Lightroom, and uploading to Kaltura and/or social media
- Designed buckslips, business cards, pull up banners, on-campus advertisements, social media posts, and website materials while collaborating with Liberty University's Marketing team
- Utilized alumni data to create 34 page gainful employment status report for the university president
- Implemented strategic and creative ideas to push efforts forward while adhering to Liberty University guidelines
- Managed all social media accounts relating to the Office of Alumni Relations
- Supervised and mentored creative student workers and interns

Creative Studio Owner

2024-Present | STUDIO FLWR PWR, LLC | Lynchburg, VA

- Photograph and video weddings, proposals, engagements, elopements, events, professional headshots, products, etc.
- Design business cards, logos, branding, etc.
- Manage client relations and communication/marketing efforts

Project Manager

2024 | God Girl Fit | Lynchburg, VA

- Created project timelines and ensured timely execution of tasks
- Oversaw quality control throughout project lifecycles
- Organized brand and product launches
- Researched, brainstormed, and developed ideas

Graphic Designer

2020-2021 | Vision Marketing | Lynchburg, VA

- Worked within clients' given details to deliver logos and merchandise art
- Set up production-ready files for the printing process
- Coordinated with other designers on various projects

Graphic Design Intern

2019 | The Vintage Twin | New York City, NY

- Used multiple page-building platforms to set up their new website
- Created layouts, logos, and designs for stickers, emblems, signs, etc.
- Participated in photoshoots of models wearing store merchandise

Education

M.A. in Promotion and Video Content

2021-2023 | Liberty University | Lynchburg, VA

B.S. in Studio and Digital Arts; Graphic Design

2016-2020 | Liberty University | Lynchburg, VA

- Minor in Cinematic Arts