

# JENNIFER ALTAMIRANO OCAMPO

(404) 957-3254 · [j.alt.ocamp@gmail.com](mailto:j.alt.ocamp@gmail.com) · [jaltocamp.wixsite.com/graphicdesign](http://jaltocamp.wixsite.com/graphicdesign)

Graphic Designer with 7+ years' experience creating impactful print and digital designs that elevate brand identity. Skilled in Adobe Creative Suite, with proven success designing campaigns that drive engagement.

## EXPERIENCE

MAY 2023 – PRESENT

### MARKETING ASSOCIATE, BOOTH WESTERN ART MUSEUM

- Design print and digital collateral including signage, brochures, advertisements, and exhibition graphics using Adobe Creative Suite.
- Create engaging social media visuals, photography, and video content, increasing audience engagement and reach by over 25%.
- Redesigned and maintained website graphics and digital signage, ensuring consistent visual identity.
- Capture event photography and produce promotional visuals for marketing campaigns.
- Designed bilingual maps, tours, and other materials to improve accessibility for Spanish-speakers.
- Write, design, and format bi-weekly newsletter to over 4k subscribers.

FEBRUARY 2025 – PRESENT

### FREELANCE SOCIAL MEDIA MANAGER, DAWAY LOGISTICS SOLUTIONS

- Use Canva and Adobe Creative Suite to design branded graphics and layouts for LinkedIn, Instagram, and Facebook, growing audience to 10k+ followers.
- Collaborating with CEO on visual campaigns to align with company messaging and branding
- Engaging with potential leads on social media and redirect to sales when displaying interest
- Ensuring visual consistency across all platforms while moderating brand engagement.

SEPTEMBER 2017 – APRIL 2018

### GRAPHIC DESIGN INTERN, MINUTEMAN PRESS OF SANDY SPRINGS

- Performed design tasks such as vectorizing artwork, formatting layouts, and making minor edits under supervision of senior designers.
- Gained hands-on experience in prepress procedures including file preparation, proofing, and quality control.
- Assisted with design and production of marketing materials such as business cards, brochures, and flyers, contributing to client branding projects.
- Learned key principles of branding, print design, and production workflow, strengthening understanding of how to prepare designs for professional output.

## EDUCATION

### Bachelor of Arts in Art

GEORGIA STATE UNIVERSITY - Atlanta, Georgia

## SKILLS

- Graphic Design & Branding: **Adobe Photoshop, Illustrator, InDesign, After Effects, Canva**
- Digital Media: Photography, Video Editing, Copywriting
- Print & Production: Prepress Procedures, Marketing Material Design
- Web & Social Media Management: **WordPress**, Digital Signage, Newsletter Design
- Marketing & Communications: Campaign Development, Event Promotion, Media Relations
- Languages: Fluent in English & Spanish