

# JOCELYN ALLEN

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## EDUCATION

**Garden State Yoga** · Hatha Yoga Level 1 Certification

**Fairleigh Dickinson University - Florham Campus** · BFA, Computer Graphics

**Parsons School of Design** · Web Design Basic Core: Color Theory, Digital Imaging w/ Photoshop and Web Design; Fashion Photo-styling Continuing Education Course; Intensive Fashion Design Program

## SKILLS

PC/ Mac; Google Suite; Blackbaud; Basecamp, Monday, Asana, Slack; Adobe CS/ CC, Canva; Final Cut Pro, iMovie, Brightcove, Limelight, Youtube; Omniture (Adobe Analytics), Google Analytics, SEO/ SEM; WordPress CMS (PHP), CSS, HTML; Twitter, Instagram, Facebook, Snapchat, LinkedIn, Pinterest, TikTok, Ning; Sales Force Exact Target, Ellucian Recruiter.

## EMPLOYMENT

**Creative Direction, Design & Brand Strategy**

Self-employed May 2017 to present

**Creative Director - Freelance**

The Health Care Foundation of the Oranges - July 2021 to present

**Freelance Design - Project Based**

**American Cancer Society - April 2021 to present**

- Creative Direction for Health Equity Ambassador Links (HEAL) 2021 rebranding (Project duration: ongoing); Design of HEAL logo (April 2021), ambassador toolkit, digital assets and gift box packaging; Design HEAL Symposium logo (April 2022), microsite, gift box packaging, and social media assets.
- Art Direction Consultant for 'Partnering for Life' December 4, 2021, Facebook Live Concert / Campaign Launch; Design of social media assets for performers; Design of 'Partnering for Life' brochure (April 2022);
- Art Direction / Design of CIAA digital display ads for 'Partnering for Life' and 'Cancer Action Network' (January 2022)

**Digital Marketing and Design - State Certified Vendor**

**Kean University, Office of Admissions - June 2017 to present**

- Design, setup and deploy Admissions email campaigns weekly
- Art Direction / design of student acceptance packages for undergraduate, graduate, online and transfer students starting with class of 2023
- Art Direction / design of Summer 2018 through 2021 'New Student Orientation' marketing materials
- Design and/or update admissions print materials such as letters, cards, postcards, posters, brochures and event programs
- Content updates to the Admissions pages on Kean University's site, kean.edu, as needed

**Creative Director - Freelance**

The Tupac Amaru Shakur Foundation - March 2020 to February 2021

**Digital Art Director, BlackEnterprise.com**

**Black Enterprise Magazine - May 2010 to January 2015; June 2015 to May 2019**

- 2018 BlackEnterprise.com re-design; digital franchise re-branding (advertorial and editorial)
- 2016 'BE Digital' Cover designs
- 2011 Art Direction/ Design of BlackEnterprise.com; Mobile Platform, launch Q4 2010
- Design of microsite and digital ad units for 2010 Pepsi Golf & Tennis Challenge; 2010 and 2011 Women Power Summit
- Re-design of digital magazine subscription ads; increased new, renewal and 'gift' enrollment
- Managed BlackEnterprise.com Web Design interns 2010 to 2011

**Web & Graphic Designer (Developer), Marketing & Communications October 2011 - March 2016**  
**Web & Front End Developer, IT Department April 2016 - June 2017**

**Essex County College – October 2011 to June 2017**

- Creative Direction (management) of rebrand campaign (April 2014 through January 2015)
- Art Direction/ Design of print brand collateral for 2012 and 2013 *'Rethink Summer. Graduate Sooner'* campaign; 2015 Golf and Tennis Scholarship Tournament; 2015 and 2016 Summer Youth Program
- Implemented Google Analytics; launched digital online catalog and [essex.edu/summercamp](http://essex.edu/summercamp)
- Worked with the Marketing Content Manager to launch Social Media (Facebook & Twitter)
- Managed In-house Freelance Web Development

**Senior Web Designer/ Developer, Essence.com**

**Essence Magazine, A Time Inc. Company – July 2005 to November 2009**

- Art Direction/ Re-design of Essence.com under Warner Brothers partnership; live September 2008 through November 2009 and Essence Makeover Magic Tool; launch June 2009
- Design/ Production of 2007 and 2008 Essence Music Festival (EMF) site and digital ad units
- Provide creative direction to online design staff, junior designers and interns
- Monthly page views increased progressively from date of hire
- Freelance Web Designer – 2005 to 2007; Jr. Web Designer – 2002

**Senior Designer (Web/ Print), Marketing & Communications**

**BZA, LLC. – July 2005 to January 2007**

- Web design, site maintenance and project management for various clients.
- Print projects included advertisements and corporate branding.

**Assistant Fashion Co-ordinator**

**Bad Boy Entertainment – 2001**

- Fashion Photo Styling/ Personal Shopping for the Executive, Sean “P. Diddy” Combs.
- Assistant to the Executive Assistant for Sean John Clothing.
- Talent Scout (models and dancers) for various Bad Boy projects.

**HONORS**

- Member of the Essex County College 2013-2018 College Core Strategic Planning Team
- 2016 Essex County College Student Life and Activities Certificate of Appreciation
- ASME National Award Finalist, General Excellence Interactive Feature Category for Essence.com 2008 *'Will You Marry Me?'* and 2007 *'30 Dates In 30 Days'*
- 2007 Essence Magazine Employee Recognition Award Recipient; Two 2007 Merit Bonuses
- 2007 Essence Cares website appeared on the Oprah Winfrey Show

**PROJECTS/CLIENTS**

Almat Group	The Health Care Foundation of the Oranges
American Cancer Society	Kean University
Blue Transfer, LLC	The Links, Incorporated
Black Doctoral Network	Michelle J. James
Caroline V. Clarke	Passion for the Palate (Chef Kim VanKline)
Children's Place	Porsche
Cocoa Media Group	The Rainford Group
Covergirl	Siobahn St. John
Dell	Sean Combs Enterprises
Dudley Hospitality Group (Chef Henry Dudley)	Shell
Frontline Ministries	Toyota
The Grio	The Tupac Amaru Shakur Foundation