

Jenna Cavin

I'm your all-in-one marketing maven! With four years of design experience and an M.S. in Marketing, I thrive on bringing women-owned enterprises and cannabis brands to life.

Experience

LIMONE CREATIVE

MARKETING COORDINATOR

2023 - PRESENT

- Build and implement social and marketing strategy for Pure Blossom.
 - **Grew their IG to 3,097 followers over six months.**
 - **Secured 9,276 loyalty members and generating \$600k+ ROI in six months.**
- Developed and executed a promotion strategy for PB's 7/3 event.
 - **Achieved a record \$40k in sales.**

FREELANCE DESIGNER

2021 - 2023

- Designed daily email blasts and IG posts.
- Designed graphics for Union Electric's crowdfund
 - **Achieved \$276k, far exceeding the \$25k goal.**
- Other noteworthy clients were:
 - **Alice Mushrooms**
 - **Colgate**
 - **Alphina (coming soon)**

CHERRY CREATIVE

FREELANCE DESIGNER

2021 - PRESENT

- Manage branding and design graphics for **social and email marketing for five brands simultaneously.**
- **Worked with 16 brands historically.**
- Noteworthy clients are:
 - **CURATEUR (100k IG followers)**
 - **The Beauty Sandwich® (1M IG followers)**

Education

AURORA UNIVERSITY

M.S. IN DIGITAL MARKETING & DESIGN

AUG 2024

NORTHERN ILLINOIS UNIVERSITY

B.F.A. IN ILLUSTRATION

MINOR IN MARKETING

CERTIFICATE IN NNGO STUDIES

SUMMA CUM LAUDE | UNIVERSITY HONORS

My Skills

GRAPHIC DESIGN

PHOTOGRAPHY

EVENTS

EMAIL MARKETING

SOCIAL MEDIA

BRANDING

VIDEO EDITING

PROJECT MANAGEMENT

Tech-Savvy In

ILLUSTRATOR

AFTER EFFECTS

KLAVIYO

INDESIGN

PHOTOSHOP

SLACK

ALPINE IQ

CANVA

NOTION

ASANA

DUTCHIE

key:

EXPERT

PROFICIENT